



BRANCH ANNUAL REPORT 2020-2021

Branch:	Longmont		
President:	Wanda Schnabel	Date:	5-30-21
<p>AAUW Longmont’s overall theme for 2020-21 was Education ∴ Equity ∴ Leadership. Branch leadership worked through a process to update our Strategic Plan which sets the direction for 2021-23. Overall, the goals established are in alignment with the national strategic plan and consistent with our members’ interests. A summary of our updated Strategic Plan can be found at the end of this report.</p>			
<p><u>Education & Training</u> <i>Addressing the barriers and implicit biases that hinder advancement of women.</i></p>			
Goals:	<p><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></p> <ul style="list-style-type: none"> • <i>National Strategic Plan 2.0 Goals</i> <ul style="list-style-type: none"> - <i>Champion equal access in education, emphasizing STEM</i> - <i>Ensure education at every level is free from sexual discrimination.</i> 		
<ul style="list-style-type: none"> • See our Strategic Plan - attached 			
Programs:	<p><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></p>		
<ul style="list-style-type: none"> • The newly formed Education Committee focused on connecting with Front Range Community College – Boulder County Campus. To that end the Branch held a drive which provided 2 large car-trunks full of women’s personal items to the school’s Pantry. (Ongoing) • Exploring Racism and Anti-Racism Study Group – included developing a list of recommended reading and resource materials, and bi-monthly discussion group on this subject. (Ongoing, beginning August 2020) • Overcoming Unconscious Bias – Mini-class with Debbie Pope, CEO of the YWCA Boulder County. Several of our members went on to take the full class offered. (November 2020) • Holiday Open House – in addition to some member fun, collected over 100 books, many of which highlighted strong role models for girls, that were donated to TLC Learning Center. (December 2020) 			

- **International Women’s Day** – “Beyond the Veil” speaker on the lives and hardships of Muslim Women (March 2021)
- **\$3,000 in Scholarships Awarded** – to support college women (May 2021)
 - ∴ \$1,500 - **Sydney Bell** – Freshman at Colorado School of Mines in Electrical Engineering
 - ∴ \$1,500 – **Aurora Rangel** – Rising Freshman at Mount St. Mary’s University in Nursing
- Increased number of members participating in the state Public Policy webinar, Education Equity Conversation, as compared to previous years.

Economic Security

Ensuring livelihoods for women.

Goals:

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.).

- *National Strategic Plan 2.0 Goals*
 - *Shrink Gender Pay Gap*
 - *Bolster inclusive career pathways for women in skills and training*

- See our Strategic Plan - attached

Programs:

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.

- **\$3,000 in Community Action Grants** Awarded - to community projects that support advancement for women and girls (May 2021)
 - ∴ \$1,000 - **Longmont Youth Center’s ASPIRE Program** supporting 1st generation college bound students from low-income families with workshops and career coaching
 - ∴ \$1,000 - **Open Door** providing English as a Second Language and High School Equivalency classes for less affluent or non-English speaking students
 - ∴ \$1,000 – **OUR Center’s Aspen Center for Child Development** providing early childhood care and education for women pursuing certifications, degrees, and workplace advancement
- **Early Childhood Coalition Program** – the panel highlight the need for affordable, high quality, and early learning for children ages 0-5. Membership in this coalition ties into our 2019 Living Wage panel. (April 2021)
- **All Branch Read Program** – The Island of Sea Women by Lisa See. The author joined us for a discussion of the female dominated economy described in her book and its impacts during WWII. (September 2020)
- Worked to support **local businesses**, particularly women and minority owned, with gift card giveaways and publicity through the year. (Ongoing)
- Routinely posted information on our Facebook page supporting this national strategic area.



Leadership <i>Closing the gender gap in leadership opportunities.</i>	
Goals:	<p><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></p> <ul style="list-style-type: none"> • <i>National Strategic Plan 2.0 Goals</i> <ul style="list-style-type: none"> - <i>Expand number of women in leadership, particularly in STEM.</i>
<ul style="list-style-type: none"> • See our Strategic Plan - attached 	
Programs:	<p><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></p>
<ul style="list-style-type: none"> • Identified 4 Front Range Community College sophomore women to attend AAUW's National Conference for College Women Student Leaders (NCCWSL). Our attendees at the conference were Kelila Fitch-Cook, Chloe O'Brien, Vivian Onate, and Destiny Palomares. (May 2021) • Established a Public Policy committee (May 2021) • Began to collaborate with the Women's Collaborative of Boulder County on issues of common interest (Ongoing) • Established a monthly Take Action column in our newsletter covering national, state, and local issues, ballot issues, and legislation; routinely encouraged participation in the 2-Minute Activist in our newsletter and website (Ongoing) • All Branch Read – Leadership in Turbulent Times by Doris Kearns Goodwin (October 2020) 	
Governance & Sustainability <i>Ensuring the strength, relevance, and viability of AAUW well into the future.</i>	
Goals:	<p><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></p> <ul style="list-style-type: none"> • <i>National Strategic Plan 2.0 Goals</i> <ul style="list-style-type: none"> - <i>Implement continuous improvement and best practices in governance, inclusion, and organizational functional functioning.</i> - <i>Enhance financial sustainability by increasing and diversifying revenue.</i>
<ul style="list-style-type: none"> • See our Strategic Plan - attached 	



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"> • Updated Branch's 3-year Strategic Plan and established lower-level goals, measures of success and identified collaborators for 2021-23 (Complete, implementation in progress) • First member of our Branch joined the Legacy Circle in 2021. • Received a 3-star rating and anticipate being awarded 5-stars before June 30, 2021. • Offered additional opportunities, such as through the "International Dinner "raffle" to donate to the national Greatest Needs Fund as well as local initiatives. (Ongoing) • Increased donations to the Greatest Needs Fund by 57% from calendar year 2019 to 2020 for a total of \$1,952. • Other Branch fundraising and giving – \$1,056 from grocery programs and AmazonSmile; \$350 from member donations; and \$365 to support the "Every Word We Utter" Suffrage Statue. These funds support our programs, allow assistance for renewal fees, and supplement the Shape the Future program. 				

AAUW LONGMONT STRATEGIC PLAN

2020-21 through 2022-23

PURPOSE

The AAUW Longmont Branch, through its programs and policies, shall promote equity, education, and development of opportunities for women and girls that enable them to realize their potential. This will be done in a manner aligned with AAUW national's strategic planning areas of Education & Training, Economic Security, Leadership, and Governance & Sustainability.

GOALS AND ACTIONS

Goal statements and specific goals have been established in the areas of Programs, Membership, Public Policy, Communications, Governance, Finance, and Education. The goals identified are intended to be the focus of Branch strategic activities over the next 3 years. The accomplishment of the goals below has been assigned to specific Branch chairs and committees but will require collaboration between various board members, chairs, and members.

I. Programs: VP Programs and Committee

Program Goal Statement: AAUW Longmont will develop programs that address the needs of women and girls in our community.

1. Identify Branch member and local community interests and needs on an ongoing basis.
2. Tailor Branch programs and activities to address those interests and needs.

II. Membership: VP Membership and Committee

Membership Goal Statement: AAUW Longmont will serve our local members in ways that attract, maintain and increase a diverse membership; increase the involvement of existing members; and demonstrate a level of communication between members that expands their knowledge and support of the AAUW mission.

1. Increase Branch membership numbers and level of diversity.
2. Retain Branch members.
3. Increase Branch member involvement in the local, state, and national mission.

III. Public Policy: Public Policy Chair

Public Policy Goal Statement: AAUW Longmont will be a powerful advocate on issues that help achieve educational and economic equity and civil rights for women and girls, particularly at the state and local level where members of the Branch are considered a local resource on women's issues.

1. Identify local issues that correspond to the national AAUW focus areas and raise awareness of Branch members and local community.
2. Facilitate member participation in advocacy on an ongoing basis.

V. Governance: President and Executive Committee

Governance Goal Statement: AAUW Longmont will attract, develop, and retain diverse leaders to facilitate the goals of our Branch.

1. Develop future leaders and plan for leadership succession in our Branch.
2. Engage more members in committees and Branch activities.

IV. Communications: Communications Manager and Committee

Communications Goal Statement: AAUW Longmont will use effective multichannel communications to expand the awareness of the AAUW and its mission with our membership and throughout our local community.

1. Increase awareness of our Branch support of the national AAUW mission, programs, and research among our members and in our local community.
2. Evaluate current and potential communication techniques for their level of effectiveness in increasing awareness.

V. Governance: President and Executive Committee

Governance Goal Statement: AAUW Longmont will attract, develop, and retain diverse leaders to facilitate the goals of our Branch.

1. Develop future leaders and plan for leadership succession in our Branch.
2. Engage more members in committees and Branch activities.

VI. Finance: Co-Financial Officers and Committee

Finance Goal Statement: AAUW Longmont will establish and maintain strategies that provide expanded understanding of Branch finances; support local community programming; and levels philanthropy desired by our members.

1. Evaluate Branch members' status and associated financial implications.
2. Provide financial data and analyses to members on a quarterly basis.
3. Support fundraising opportunities for local and national AAUW goals and programs.

VII. Education: Executive Committee; Chair and Committee – TBD

Education Goal Statement: AAUW Longmont will establish solid, long term connections with local educational institutions to provide awareness of the AAUW mission, programs, and benefits to their students.

1. Establish a board position of College/University Partners Chair and form an education committee. **Note:** This item is the responsibility of the Executive Committee
2. Establish solid, long term connections with Front Range Community College, particularly in Boulder County.

To be presented to the Board 1-2021

Approved: 1-4-2021