

AAUW 2016 Retreat – group for Goal 1: Lena, Laura, and Elaine; AAUW 2017 Retreat – group for Goal 1: Lena, Laura, and Elaine

GOAL 1	STRATEGIC OBJECTIVE	STRATEGY	ACTION	MEASURE
To offer programming that support local priorities for ECONOMIC equity.	Build economic awareness to support women and girls in our community	<ul style="list-style-type: none"> Develop and implement programs for college/university partners 	Gender Pay Equity Programs <ul style="list-style-type: none"> \$tart\$mart Work\$mart 	Attendees Facilitators Volunteers Pre and post survey
		<ul style="list-style-type: none"> Develop and implement programs for middle and high schools 	STEM Education Programs <ul style="list-style-type: none"> Tech Savvy - savvy skills session on financial literacy Find Your STEM IT is for Girls 	Attendees Facilitators Volunteers Pre and post survey
	Advocate for economic equity	Inform members of what they can do to become more involved; <ul style="list-style-type: none"> Mentoring Literacy and parenting 	<ul style="list-style-type: none"> Information sessions, websites, newsletters Speakers and presentations in the community 	NC Women’s Summit at Bennett College – level of participation NC Legislature Women’s Advocacy Day – level of participation
		<ul style="list-style-type: none"> Legislative actions on issues 	<ul style="list-style-type: none"> Pay equity Medicaid expansion Teacher salaries Increase minimum wage 	
	Promote financial development	<ul style="list-style-type: none"> Network with organizations that are working on women’s economic issues 	<ul style="list-style-type: none"> Commission on the Status of Women, CSW National professional women’s association, NPWA YWCA Business professional women, BPW Women’s Professional Forum, WPF 	Table at Equality Breakfast Table at YWCA Breakfast Joint fundraising and workshops
		<ul style="list-style-type: none"> Offer joint programs with organizations 	<ul style="list-style-type: none"> Latino Community Collaborative Greensboro Public Library 	

LOGIC MODEL – ASSESSMENT AND EVALUATION TOOL FOR GOAL 1

RESOURCES	ACTIVITIES	OUTPUTS	SHORT & LONG-TERM OUTCOMES 2017-2018	IMPACT
Funding from grants and donors Presentations, publications and printed materials from AAUW National Facilities Presenters Equipment Supplies and materials Volunteers Partnerships	WorkSmart Start Smart Targeted markets and audiences	Start Smart Workshops WorkSmart Workshops October report to WFFF Yearend report to WRPP	5 workshops 4 workshops 300 attendees 12 facilitators	Pre and Post surveys to measure changes in comprehension and skills Follow up with attendees
	Newsletters	Monthly Notes	12 newsletters	Newsletters opened and clicked
	Website	Gender Pay Equity page Public Policy and Advocacy page	Monthly updates of website	Website hits
	Social Media	FaceBook Twitter	Public postings of economic equity information	Social media likes and followers
	Print media	Earned media Paid media	Articles on events Greensboro.com banner ads	
	Collaborations	STEM Education and C/U partners Women’s Resource Center AAUW-NC YWCA CSW LCC WFFF NC Women Advance	Participation in and support of events and activities that enhance women’s economic equity	

AAUW 2016 Retreat – group for Goal 2: Ann, Mary Fran, Jane and Peggy; AAUW 2017 Retreat – Group for Goal 2: Everlena, Mary Fran, Peggy

GOAL 2	STRATEGIC OBJECTIVE	STRATEGY	ACTION	MEASURE
To offer projects and programs that support local priorities of EDUCATIONAL equity.	Target local entities with goals of creating educational equity	Collaborate with and support <i>Degrees Matter</i> and <i>“Say Yes”</i> local initiatives. Target middle school parents from <i>Tech Savvy & IT Is for Girls</i>	<ul style="list-style-type: none"> • Determine local volunteer needs. • Add more AAUW members to increase local support toward meeting educational equity goals. • Identify middle school parent using registration list from <i>Tech Savvy & IT is for Girls</i> 	<ul style="list-style-type: none"> • Keep running account of total volunteer hours, and number of branch members involved • Completed survey of parents who attend these activities
	Promote awareness of latest AAUW research: <i>“Barriers and Bias”</i>	Identify Title IX representatives in GCS high schools and at local in GCS high schools and at local C/U institutions Promote awareness of the latest AAUW Research Report “	<ul style="list-style-type: none"> • Contact all local Title IX representatives at GCS High Schools and C/U institutions • Create Study Group for new research on equity issues.. 	<ul style="list-style-type: none"> • Contact list of Title XI representatives • Report or presentation to Branch members
	Increase awareness of Branch members about existing AAUW programs	Explore delivery options for effective communications with Branch members, Promote AAUW programs in Branch communications to members.	<ul style="list-style-type: none"> • Identify Branch members interested in improving electronic communication skills. • Offer group training sessions with <i>Facebook, e-mail and/or Texting</i> 	<ul style="list-style-type: none"> • Attendance at sessions • Increased hits on Branch website or <i>Facebook</i> page

LOGIC MODEL – ASSESSMENT AND EVALUATION TOOL FOR GOAL 2

RESOURCES	ACTIVITIES	OUTPUTS	SHORT & LONG-TERM OUTCOMES 2017-2018	IMPACT

AAUW 2016 Retreat – group for Goal 3: Libby, Stephanie and Lakshmi; AAUW 2017 Retreat for Goal 3: Libby,

GOAL 3	STRATEGIC OBJECTIVE	STRATEGY	ACTION	MEASURE
To practice fiscally responsible stewardship with respect to our stakeholders and donors	Identify stakeholders and donors	<ul style="list-style-type: none"> Develop a list of current and past stakeholders and donors 	<ul style="list-style-type: none"> Develop a protocol for communicating with stakeholders and donors 	
		<ul style="list-style-type: none"> Identify Potential Stakeholders and donors 	<ul style="list-style-type: none"> Develop and implement a plan for communication with stakeholders and donors 	
	Increase number of active stakeholders and donors	<ul style="list-style-type: none"> Develop value propositions for stakeholders and donors 	<ul style="list-style-type: none"> Map the value proposition of stakeholder and AAUW project activity goals Publish calendar of events Encourage members to support stakeholder events that align with AAUW-GSO goals Communicate with stakeholders and donors about project outcomes 	Increase number of value add stakeholders and donors
		<ul style="list-style-type: none"> Identify engagement level of stakeholders and donors 	<ul style="list-style-type: none"> Track the engagement level of SH in various AAUW events 	
	Increase funding and improve fund management	<ul style="list-style-type: none"> Align fund raising efforts with top priority projects 	<ul style="list-style-type: none"> Identify and implement fund raising activities 	Increase funding revenue
		<ul style="list-style-type: none"> Create a clear protocol for financial management 	<ul style="list-style-type: none"> Develop clear policies and documentation to track finances Share evidence of project outcomes with stakeholders and donors 	

LOGIC MODEL – ASSESSMENT AND EVALUATION TOOL FOR GOAL 3

RESOURCES	ACTIVITIES	OUTPUTS	SHORT & LONG-TERM OUTCOMES 2017-2018	IMPACT
Book Keeper	Monthly reports to the Board	Year end close and Annual report	Streamline finances and communicate results to stakeholders and donors	Retain current stakeholders and donors Increase stakeholders and donors Remain fiscally responsible
Funding	ID Stakeholders and Donors ID Active Stakeholders and Donors	Implement Fund for rainy day activities Implement clear finance policies	Stay in Touch with Stakeholders and donors, keep stakeholders engaged	
Board Member Orientation and Training	Funding and improve fund management	Communications Protocol Stakeholder Value Public Event Calendar Support other organizations' events aligned with AAUW GSO goals	Make AAUW GSO more visible to potential stakeholders and donors Increase revenue	
Quality Member Service		Communication Project Outcomes		