San Clemente-Capistrano Bay (CA) Branch

Strategic Plan for 2026-27

Draft Date: 8/24/26

Our Mission Statement

The mission of the American Association of University Women's San Clemente-Capistrano Bay Branch (AAUW-SCCB) is to advance gender equity for women and girls through research, education, and advocacy.

Our Purpose

AAUW advances equity for women and girls by championing success in higher education – a vital pathway to economic security. For over 140 years, AAUW has led the fight for gender equity through advocacy, funding, and collective action.

Our Vision Statement

We empower potential.

Our Strategic Priorities

- Fund Higher Education
- Remove Barriers to Success in Education and the Workplace
- Strengthen AAUW's Reach
- Enhance Branch Communication and Engagement

Key Priority 1: Fund Higher Education

Goal #1

- Make a Branch contribution to the Greatest Needs, Defend Higher Education, or Public Policy Funds.
    - Feature each of the Funds in our Weekly Update, providing education and advocacy for our Mission endeavors.

Goal #2

- Retain at least 80% of our Branch membership (currently at 98 members).

Goal #3

- Increase the number of individual donors compared to the prior year (which was 30).
    - Create a short narrative on annual giving obligation to attach to Member Applications.
    - Draft donation information for publication in our Weekly Update two times/year.
    - Conduct a Legacy Circle information segment at a meeting or special event and/or prepare an article for a Weekly Update.

Key Priority 2: Remove Barriers to Success in Education and the Workplace

Goal #1

- Appoint a Branch Public Policy chair for 2026-27. (Dr. Kimberly Salter).

Goal #2

- Hold at least four (4) programs that align with AAUW's strategic plan. Could include:
    - Organizing a meeting with a local, state, or federal elected official regarding an AAUW public policy position.
    - Presentation from Title IX Committee Chair on preparing for potential shift in Board of Education philosophy/new administration.
    - Speaker from AAUW National or State.

Goal #3

- Execute two community outreach activities. Could include:
    - Participation in voter registration, education or mobilization activity.
    - Organize a group action—such as letter writing, attending a school board meeting, or hosting a town hall-aligned with AAUW Action Network calls to action.
    - Work with our assigned AAUW Liaison to host or share at least one Legacy Circle event or education, awareness, or outreach activity.

Goal #4

- Complete annual justice, equity, diversity, and inclusion strategic plan review (environmental scan), using DEI toolkit resource.

Goal #5

- Partnering with the College/University Partnership Chair, present at least one (1) Start Smart workshop on the Saddleback College campus and at least one (1) with a local youth or other community organization.

Key Priority 3: Strengthen AAUW's Reach

Goal #1

- Branch Board develops/updates our strategic plan to align with the AAUW national strategic plan.

Goal #2

- AAUW-SCCB Board develops and implements a plan to participate in the Five-Star Program.
    - Board educates the Branch membership of the benefits of Five-Star activities; how they align with National, State, and Branch Mission activities.

Goal #3

- Complete the AAUW Branch and Affiliate Annual Report and Financials submission by the stated deadline in 2027.

Goal #4

- Reenergize Branch's fundraising efforts, including final review and decision for 501(c)(3).

Key Priority #4: Enhance Branch Communication and Engagement

Goal #1

- Inspire Branch and member advocacy in our Mission endeavors.
    - Through education on the issues of the day, move members to action on programs, policies or topics most compelling to them.
    - Provide pathways for members to engage in advocacy in ways most meaningful for them (e.g., AAUW/AAUW-CA website inks, topical PowerPoints, AAUW-CA Peer Groups access, etc.).

Goal #2

- Implement new monthly meeting structure to allow for education and engagement.
    - 1/3-meeting topic/speaker, 1/3-General Meeting/Business, 1/3-engaging and connecting with one another on a monthly discussion topic.

Goal #3

- Implement "Member Spotlight" each month at meeting.
    - Elevate members, improve engagement, support onboarding efforts.

Goal #4

- Provide quarterly progress updates on Strategic Plan implementation to members.
    - Share 3-5 posts aligned with AAUW's mission each quarter on our local communications channels.

Goal #5

- Ensure AAUW National and State platforms' content/links are reviewed and incorporated, as appropriate, on our various communications and social media platforms.
    - Consider refresh of Weekly Updates (led by editor and limited by subscription level), including content and distribution timing.

Goal #6

- Ensure all Branch leaders subscribe to AAUW emails, including monthly "Board2Board" and "California Compass" email distributions.

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