

## Co Presidents' Message – May, 2021

**“A GOAL WITHOUT A PLAN IS SIMPLY A WISH...”**

Antoine de Saint Exupery

As we look forward to the next season of AAUW Greater Naples, we are excited as we anticipate all that lies ahead:

- Given the current conditions, we believe we will be able to meet in person for our upcoming Branch Meetings beginning in October;
- We have utilized Zoom successfully throughout the past year of the pandemic and hope to do so in the future;
- Our Membership renewals have reached 61, with only 35 to go to reach our total members at the end of the 2020-2021 year. If you haven't already renewed your membership, please do so ASAP....we NEED your help next year!!
- Our Board of Directors will be meeting in September to hold a planning retreat....which is really an opportunity to ADVANCE our planning for the upcoming year.

Although we did not have the opportunity to fully articulate our mission-based goals as we took on the roles of co-Presidents during the past year, our ideas have evolved over these past months and we have determined that, in the upcoming year, we will concentrate our efforts on: (1) LEADERSHIP and (2) DIVERSITY, EQUITY & INCLUSION. Our branch programs, newsletter messages and communications with many of you over this past year have guided us to this focus. How delighted we are to see that our thinking is fully aligned with the Major Goals of AAUW Florida: AAUW Florida's goals were established to accomplish the aims of both the National AAUW Strategic Plan and the Florida AAUW Strategic Plan (as revised on January 7, 2021).

As you review goals of AAUW Florida (see below), you can be assured that the conversations we have in meetings and with the officers of the Branch Board, Branch Members, Branch Meeting Program Presenters, Statewide Officers, and the Greater Naples Branch Foundation have concerned many of the specific issues identified in this plan. Please take a moment to review the document that was produced by our AAUW Florida Board of Directors:

**Major Goals of AAUW Florida to Accomplish the National Strategic Plan and the Florida Strategic Plan  
Revised 01/07/2021**

National Strategic Areas of Focus	1. Education and Training	2. Economic Security	3. Leadership	4. Governance and Sustainability
	Addressing the barriers and implicit biases that hinder advancement of women	Ensuring livelihoods for women	Closing the gender gap in leadership opportunities	Ensuring the strength relevance and viability of AAUW well into the future
<b>Florida Strategic Plan</b>				
A. Implement and Promote Mission-Based Outreach Programs	A1.1 Help support the AAUW Florida Supporting Foundation's Tech Trek project.	A2.1 Promote Work Smart A2.2 Inform the public and decision-makers regarding problems and solutions in women's economic security	A3.1 Develop leadership among members A3.2 Plan and execute annual Lobby Days	A4.1 Promote the expansion of membership A4.2 Create a state board succession plan A4.3 Host training sessions for Branch leadership to understand philanthropy and the need to contribute financially to AAUW
B. Help Branches Reach Mission Potential	B1.1 Inform branches of opportunities to promote education equity in their communities	B2.1 Provide branches with WES materials and examples for local use.	B3.1 Encourage branches to take community leadership roles	B4.1 Help branches learn how to increase membership B4.2 Share ideas for fundraising among branches through a page on the AAUW Florida website
C. Increase Visibility for AAUW Florida and Branches	C(1,2,3).1 develop social media, websites and traditional media outreach at the state and branch level.			
D. Collaborate with Like-Minded Organizations	D1.1 Seek opportunities to collaborate with organizations promoting equity in education.	D2.1 Seek opportunities to collaborate with organizations promoting women's economic security	D3.1 Information exchange with the Florida Commission on the Status of Women	
E. Manage AAUW Florida Funds to Support the Mission			E3.1 Donation recognition program for contributions to AAUW national (Named Gifts)	E4.1 Review and approve budget annually from a mission perspective.

Our efforts will be fully committed and directed toward achieving Mission-Based goals, which will guide our own strategic planning for the 2021-22 year in AAUW. Stay tuned.....there's much more to come, and we can't do it without YOU!!!

*Jacky & Karen*