

2020 – 2021 Brainerd Lakes Area AAUW Branch Highlights

Strategic Plan Review

Mission: To advance gender equity for women and girls through research, education and advocacy

Area of Focus – Education and Training

Address the barriers and implicit biases that hinder advancement of women

Branch action steps:

- 1- mission related programs;
6 out of 7 programs focused on the AAUW mission, topics were Women in Corporate Leadership, human trafficking within the Native American community, homelessness, MN ERA and ERA, branch governance / annual meeting, racial injustice
- 2- books related to AAUW mission;
100% of selections relate to advancement of women
- 3- maintain community partnerships;
collaborations with CLC for the March Women's History program and supported the MMWC (Women's Center)

Area of Focus – Economic Security

Ensure livelihoods for women

Branch action steps:

- 1- educate members about funds that support women's economic security;
AAUW Funds, LAF, Women's Leadership Fund in central Minnesota through the Initiative Foundation
- 2- legislation;
supported the Fair Paycheck Act, ERA, paid family leave legislation
Note: US women's labor force participation dropped during the covid pandemic
- 3- CLC scholarships;
branch provided two scholarships with one scholarship given to a returning or non-traditional student

Area of Focus – Leadership

Closing the gender gap in leadership opportunities

Branch action steps:

- 1- mentor new AAUW branch members;
mentor connection made
- 2- keep members informed of AAUW research, policy/legislative actions;
regular MN legislative updates from AAUW MN Public Policy were shared with branch members
- 3- support young women in our community;
2020 Girls Empowerment Camp was cancelled due to covid, the summer 2021 Girls Empowerment Camp has not been scheduled, yet
- 4- NCCWSL;
two (2) delegates will participate in the virtual conference in May 2021
- 5- community based work that advances the AAUW mission;
branch members are active with the League of Women Voters – helped sponsor fall

2020 candidate forums, Mid MN Women's Center – donations, members active on the boards of Women's Leadership Fund, We ARE and Brainerd Lakes area homeless coalition

- 6- women's political engagement;
assisted LWV with area candidate forums,
shared regular public policy / legislative updates from AAUW – MN and AAUW

Area of Focus – Governance and Sustainability

Ensure the strength, relevance and visibility of AAUW well into the future

Branch action steps:

- 1- recruit and retain a diverse, active and growing membership;
four (4) new members in 2019 – 2020 and 1 new member in 2020-2021
- 2- publicize to our membership, branch activities
used e-mails, e-newsletters, yearbook, website and Zoom virtual connections
- 3- establish an electronic archive of branch materials;
branch Archivist / Historian / Record Keeper has been appointed,
work on branch website and print material retention policies will continue
- 4- collect and raise funds to support AAUW mission and goals;
generous member donations were received – able to provide two (2) CLC scholarships,
two (2) NCCWSL delegates and contribute to AAUW Funds in honor of Ellie Aarrestad,
support local community collaborators MMWC, We ARE and LWV / CLC programming
- 5- invite guests to AAUW meetings with goal of adding five (5) new members annually;
one new member
guests invited to participate in book discussions, ERA MN presentation, homelessness program
- 6- publicize branch activities to the public;
website and news releases were used, set up Facebook page, new membership brochure

In addition, the branch has been working on revisions to the branch Bylaws and to the branch policy document. Both documents were out of date and needed to be revised.

The Nominations committee has a full slate of officers to nominate for election to the open positions and most of the appointed positions have been filled for the next program year.

**Thank you to each of the branch members for your contributions of time,
your gift of talents shared in the branch programming and
resources to fund our branch efforts.**

Continue to invite guests
to join us
in our goal of
advancing gender equity for women and girls.