



Star Award & Branch Action Plan 2024-2025



This is a compilation of key issues on the AAUW MO Action Plan which is based on the National AAUW Strategic Plan. It provides a strong mission-based document and can be used as your Branch Action Plan.

Use this form to plan and report your branch's successful year and earn up to 10 MO Stars. All successes (large and small, few and many) are important for achieving AAUW's mission. Place a check in the YES/NO column, and for each YES, provide a brief explanation of your achievement(s). Check all that apply. NOTE: AAUW Fund dates differ – see that section for details



**Include all branch activities/events between April 1, 2024 and March 31, 2025 (except AAUW Fund)
Applications are due April 1, 2025 (postmark or email date)**



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Branch Name	Date
Application completed by	Position in Branch
Phone Number	E-Mail

	2024-2025 AAUW MO GOALS	Check ALL that apply	YES	No	Explanation
A	Leadership (Achieve 4 of 7)	Leadership			
1	Adopt this Branch Action Plan; work to fulfill the requirements of the MO Star Award; send Star Award form to State by deadline.				
2	Attended AAUW MO State Meeting in Columbia on May 4, 2024. (Official list of branch attendees provided; minimum one member per branch.)				List member(s):
3	Provide information to branch leaders/members on AAUW's focus areas as presented via National AAUW e-communications, webinars, web resources, and tool kits.				
4	Initiate/participate in a discussion on succession planning, utilize new Opportunity to Serve Form to plan and grow leaders for your branch.				
5	At least one branch member serves on State board or a State committee.				
6	Participate in State-led Zoom calls for branch presidents, branch officers and/or branch committee chairs.				
7	Seek expertise and experience of State Board members.				List member(s):
B	Branch Management (Achieve 4 of 5)	Governance/Sustainability			
8	File 2024-25 branch officer information with National and AAUW MO by deadline, June 30, 2024.				
9	Update and maintain a balanced branch budget.				
10	Share National and State information with branch members as it becomes available.				
11	Publish a branch directory/membership list and distribute to members.				
12	Send branch newsletters, directory/yearbook, and other branch historical documents to AAUW State Historian for archives.				
C	Membership (Achieve 2 of 5)	Governance/Sustainability			
13	Maintain or increase branch membership (per National count).				Membership on 2-1-24____; on 2-1-25 ____ (per National count)
14	Gain new members in 2024-25 by participation in National AAUW membership program 'Shape the Future.'				
15	Create/hold a "member orientation" for new/continuing members. Utilize State leaders and/or State tools for assistance.				
16	Engage members through interest groups, 'buddy' programs, mentorships, branch leadership, or other activities.				
17	Sponsor an activity/event that focuses on recruiting potential new members.				

	2024-2025 AAUW MO GOALS	Check ALL that apply	YES	No	Explanation
D	Education and Member Enrichment (Achieve 2 of 4) Education & Training				
18	Present information from, and encourage members to utilize, "Membership Matters," the National update sent regularly via email to all branch leaders.				
19	Participate in/attend a National AAUW webinar, townhall or other online presentation.				
20	Utilize <i>Missouri in Motion</i> newsletter in educating branch members about State and National AAUW issues and actions.				
21	Provide member enrichment opportunities on key AAUW issues at the Branch, State and/or National level.				
E	Branch Programs (Achieve 5 of 7) Education & Training				
22	Ensure all branch meetings/events are handicap accessible.				
23	Present AAUW mission-based programs focusing on education/training, economic security, leadership, STEM, Diversity/Equity/Inclusion (DEI), Public Policy Priorities, Legal Advocacy Fund (LAF), and/or College/University Partners.				
24	Access National website, toolkits, webinars, reports or other materials to enrich branch learning opportunities.				
25	Have a State board/committee member speak at a branch meeting on their topic, in person or virtually, and/or request a state-created presentation for a program.				
26	Incorporate mission-based special interest group(s) and/or action projects into branch activities. Examples: branch programs, book groups, lunch & learn, study groups, and other similar activities.				
27	In your annual branch programming, leave one month open to address current issues that arise.				
28	Offer branch programs/meetings allowing for in-person and/or virtual (Zoom) sessions.				
F	CU Partners and Equity (Achieve 3 of 6) Economic Security				
29	Appoint/maintain a branch C/U (College/University) chair, communicate with State C/U chair and participate in State committee work.				
30	Maintain or initiate a relationship with a C/U Partner college or university, or actively recruit a C/U Partner.				
31	Participate in an event on a college campus with information table that features student member recruitment.				
32	Support NCCWSL (National Conference for College Women Student Leaders) by recruiting students who attend, and/or supporting scholarships for attendees.				
33	Recognize re-entry women furthering their education.				
34	Engage in project(s) related to equity for girls and women (e.g., Pay Equity/Gender Pay Gap, Title IX).				
G	DEI and STEM (Achieve 3 of 7) Economic Security				
35	Appoint/maintain a branch Diversity/Equity/Inclusion (DEI) chair, communicate with State DEI chair and participate in state committee.				
36	Utilize DEI materials/programs in branch activities, such as State-provided 'Inclusion Infusions'; and/or National DEI tool kit				
37	Engage in a project(s) related to Diversity/Equity/Inclusion (DEI).				
38	Appoint/maintain a branch STEM chair and communicate with State STEM chair and participate in State committee.				
39	Recognize girls or women studying and/or involved in STEM activities.				
40	Engage in a project(s) related to STEM (Science, Technology, Engineering, Math).				
41	Publish in newsletter, website, or post on Facebook at least 1 each, articles on DEI and STEM taken from State or National AAUW information.				

	2024-25 AAUW MO GOALS	Check ALL that apply	YES	No	Explanation
H	Public Policy (Achieve 5 of 7) Education & Training				
42	Appoint/maintain a branch Public Policy chair, communicate with State Public Policy chair and participate in State committee work.				
43	Complete at least one activity/program related to equal pay, paid leave, elimination of salary history, gender study, or Title IX.				
44	Review and report on at least one LAF plaintiff/new case undertaken by AAUW Legal Advocacy Fund.				
45	Participate in National 2-Minute Activist or contact elected officials via phone, emails or other appropriate methods.				
46	Complete at least one voter education and/or engagement activity for Get Out The Vote (GOTV) for national, state or local elections. Provide voter registration and general election processes education at senior centers, high schools, college campuses or other locations.				
47	Attend the AAUW MO sponsored Legislative Retreat via Zoom in February or March each year and report to branch members.				
48	Collaborate with other organization(s) to promote AAUW public policy priorities, specifically reproductive rights, voter education, library funding and book bannings, paid leave, citizen ballot initiatives or other relevant issues.				
I	AAUW Fund (Achieve 3 of 5) Governance & Sustainability (Donations Jan 1 - Dec 31, 2024; Natl branch member count of Feb 2025)				
49	Appoint/maintain a branch AAUW Fund chair and communicate with State AAUW Fund chair. (Serve July 2024 through June 2025).				
50	Meet \$30 per-capita State goal for 2024 (Jan-Dec giving year).				# members (per National) on 2-1-25 _____ x \$30 = \$ _____ Branch total giving in 2024 \$ _____
51	Have 1 Century Club Member (\$100 or greater individual donation) per 25 branch members in 2024 (Jan-Dec giving year).				# members (per Natl) on 2-1-25 _____ # CC members _____
52	Have 1 Century Club Plus member (\$250+ or greater individual donation) per 50 branch members in 2024 (Jan-Dec giving year).				# members (per Natl) on 2-1-25 _____ # CC PLUS members _____
53	50% of branch members give individually to Greatest Needs Fund in 2024 (Jan-Dec giving year).				# members (per Natl) on 2-1-25 _____ # donors _____ = _____%
J	Communication: Visibility & Technology (Achieve 7 of 10) Governance & Sustainability				
54	Communicate with branch members at least monthly via branch newsletter, Facebook, email, text or phone.				
55	Focus on community visibility by publishing branch events, programs, and projects in local media (TV, radio, newspaper) and/or Facebook or other social media				(Provide date and media name/source; samples not required)
56	Complete and submit by the deadline the National Branch Impact Survey highlighting your branch activities. (e-form sent by National)				
57	Collaborate with another organization or a college/university in presenting a mission-based event or program.				
58	Increase branch visibility and promote the mission of AAUW by implementing GOTV/voting activities, staffing a table at an event, making a presentation, putting up posters, distributing fliers or bookmarks, giving awards/ recognitions locally, or utilizing other ways to increase community awareness.				
59	Post at least monthly on Facebook or other social media regarding Public Policy, DEI, C/U, STEM, GOTV, or other current AAUW issues.				
60	Submit at least one article or photo with a caption to <i>Missouri in Motion</i> state newsletter (Leaves from the Branches section).				
61	Maintain a branch website that links to AAUW issues: GOTV, STEM, DEI, Public Policy Priorities, College/University Partners, and with information about joining the local AAUW branch.				
62	Use a Zoom account for branch/board activities as needed, and have a branch member able to host Zoom meetings.				
63	Send/forward <i>Missouri in Motion</i> newsletter to each branch member to share information about other branches and about State and National AAUW issues and news.				

Applications are due April 1, 2025

(postmark or email date)

Send to: Diane B. Ludwig, Co-Program VP, 504 Church Street, Fulton, MO 65251 Contact: DBLudwig22@aol.com 573-642-4664