

**2022-2023 AAUW West Suburban Milwaukee  
DEI (Diversity, Equity, Inclusion)  
- PROPOSED SMART GOALS -**

*Recruitment & Retention*

**GOAL:** By May 2023, establish a new LinkedIn page for the branch with the goal to further recruit, retain, and engage working members. Build awareness of AAUW WSM mission through regular posting of DEI initiatives, public policy, mission-related activities, etc.

**GOAL:** Understanding months 7-12 are critical to member retention, in early 2023, develop/implement a mid-year “retention survey” and informal “check in” process to determine new member satisfaction. Collaborate with Mentoring Program Chair.

*Programming*

**GOAL:** By May 2023, schedule and promote 2-3 DEI-focused presentations during monthly branch meetings.

**GOAL:** By May 2023, collaborate with 1-2 additional AAUW branches on a DEI-focused program.

**GOAL:** In spring 2023, assign a DEI spokeswoman to serve on Programming Committee – ensuring DEI “voice” is represented through program selections.

**GOAL:** During the 2022-2023 programming year, plan and facilitate two “Courageous Conversations” in a safe, small group setting. Topics to include: *Understanding Unconscious Bias* and *Creating Inclusive Spaces*. Encourage members to “invite a friend” to these sessions - for possible branch recruitment and overall community engagement on DEI topics.

*Communications*

**GOAL:** Throughout the 2022-23 year, on a monthly basis, publish DEI articles and resource-sharing in Post Graduate newsletter and monthly email blast. Share links to articles, community events, etc. to engage members in ongoing DEI learning.

**GOAL:** By May 2023, ensure Facebook and LinkedIn pages have 3-5 DEI-focused posts.

**GOAL:** In winter 2023, offer inclusive user training session(s) – ensuring all generations are comfortable with technology, including new LinkedIn page. This could take place prior to February or March branch meeting, to preview the new LinkedIn page.

**GOAL:** To ensure full transparency of branch decision-making at the board level, share board meeting minutes in the following ways: members-only portal of website, on a scrolling Power Point during branch meetings, and via a reminder and link in monthly email blast.

#### *Leadership Development & Succession Planning*

**GOAL:** In spring 2023, during the leadership recruitment cycle, utilize new branch database to analyze and synthesize member interest survey data to make informed decisions, encouraging involvement by a broad base of diverse members.

**GOAL:** By May 2023, stagger incoming President and outgoing President for two-year overlap in training and mentorship. Looking ahead to next year, use this model for onboarding and development of new leaders.

#### *Planning & Decision Making*

**GOAL:** Identifying a DEI-spokeswoman on all planning committees including board, programming, biannual strategic planning, budget process, membership committee, etc.