

AAUW Strategic Planning Meeting  
Monday, July 19, 2010  
Pennsylvania Highlands Community College

Members present: Anne Fattman, Jo Romani, Connie McClain, Cindy Bennett, Maryann Minahan, Amy Noon, Barbara Procko, Paulette Solomon, Linda Drusak, Deanna Haddle, Leona Rager, Nancy Miller, Kathy Howanek, Loretta Cuipak, Dorene Miller

The meeting began at 5:00 p.m. The purpose of the meeting is to identify key issues and initiatives for the Branch to work on in the coming year. The following areas were discussed.

#### Geographic Service Area

In order to build membership and find a larger pool of potential members it was determined that the service area for the Johnstown Branch would be all boroughs and townships south of Route 22 and including both Windber Borough and Conemaugh Township. This area would also encompass the seven sending school districts that used to define the Johnstown CTC service area.

#### Membership

Strategies need to be outlined for attracting and retaining members. The following list of activities should be considered for increasing membership:

- Need to target younger people who are working.
- Need to identify activities that will make them viable members.
- Give members a reason to be joining...an activity that is meaningful
- Need a plan to how to handle new members
  - Possibly form a welcome committee (Attach to either membership or hospitality)
- Partner with other organizations that align with the AAUW mission

#### Community Initiatives

In order to help increase membership, meaningful and timely activities need to be initiated to assist in attracting members and community recognition.

After much discussion the following activities were identified:

- Create a mentoring program for soon-to-be-graduates to help them understand what is expected in the workplace. Conduct workplace preparation workshops.
- Partner with the Girl Scouts of America on STEM initiatives
- Host a non-traditional career day
- Participate in the American Red Cross' Clara Barton forum

#### Other Discussion Items

- Improving the content of the newsletter and to avoid duplication of information contained in the directory. Increase the number of electronic newsletters delivered.
- Need to find a location to house books collected for the book sale. Cindy Bennett is working with the Galleria to obtain some space there. The Stutzman school was also suggested as a possibility (Somerset Trust owns the building.)
- Meetings
  - The September membership meeting should be something special and contain reports from the committee on activities which might spark interest.
  - Cancel the November meeting. Too close to the holidays.
  - Possible other meeting locations (to make it more convenient for members located throughout the service area.) Possibilities include: Russell House, YWCA, Penn Highlands (Main and Ebensburg locations), Hiram G. Andrews Center.
- Possibility of starting an evening book club

The meeting adjourned at 6:30 p.m.