

**Vision Workshop Synopsis
Summary of Brainstorming Session
October 14, 2017**

1. Promote AAUW Vision and Mission Statements:

- **Coordinate the most recent Mission and Vision statements from AAUW National and ensure that the Branch adopts them in all of our social media and printed materials. Ensure full understanding of both statements**
- **Develop programs and events to advance all areas of our Mission, not just Scholarships. Actively advocate for Equity in pay, job opportunities**
- **Establish member interest groups to support areas of our Mission**

2. Start moving toward the use of more chairpersons and committees, so members can share responsibility for short term projects/events.

- **Communicate with membership about opportunities to participate in short term projects and events.**
- **Communicate specific project funding needs, ask for member financial assistance.**
- **Break up jobs done by President and other Officers into smaller tasks and assign interested members; Consider Co-Officers, Co-Chairs**
- **Establish more committees, select Chairs for Publicity, Community Projects, Social Media, Advertising**

3. Develop varied fundraising ideas

- **Sell calendars, other products**
- **Host movie nights, musical events, open to the public**
- **Conduct walking tours of Historic Hilo, offer driving tours, home/garden tours**
- **Promote AAUW member donations through wills and trusts**

4. Supplement our ongoing Hilo Branch e-mails with the development of a formal communication plan

- **Explore possibility of a quarterly newsletter**
- **Provide various AAUW informational materials at UHH and HCC, such as brochures, flyers, place articles in student newspaper.**
- **Place advertising with HPR, local radio, newspaper,**
- **Advertise our open sessions to the public.**

5. Establish relationships with Hawaii Community College, University of Hawaii at Hilo and local schools:

- **Reinvigorate UHH and HCC Mentoring Program**

- **Promote STEM programs for girls, Grades 5-7**
- **Explore projects with the UHH Women's Center**
- **Contact local schools to determine what programs they would like help with**

6. Establish ongoing networking with other local women's organizations

- **Combine efforts to promote AAUW Mission and Vision with such groups as the League of Women Voters, Zanta, United Nations Association, Hilo Women's Club, County Council, Senior Resources, Kona AAUW chapter**

7. Build more Hilo Community "Presence and Visibility"

- **Participate in community events, such as the Veterans' Day Parade (DONE!)**
- **Have information tables at Job Fairs**
- **Host garage sale with community involvement**
- **Host more educational events, speakers, conferences open to the public**