



The Honolulu Branch has had a very exciting year with lots of changes! We hosted our membership strategic planning meeting in September, decided to sell the Laulima House and have partnered with the Hawaii Community Foundation to administer our annual scholarship distributions.

At the strategic planning meeting I was very excited to see a fantastic cross section of the membership represented in the room. We had newer members, members with decades of experience, student affiliates, and members spanning in age of 50 years or more! AAUW is truly unique in our diversity of membership and you could definitely see it in that room. And the ideas that came out of that diversity were invigorating!

Following the strategic planning meeting, the strategic planning committee has been meeting approximately every two weeks to continue the work begun by the membership at our September day long strategic planning meeting. The strategic planning committee has been working to clarify the program ideas that were identified during the meeting, confirm capacity requirements and recommend a final set of strategic priorities and programs for the branch to adopt and implement as its strategic and operational plan.

As part of that process, the committee will be sending out a capacity survey to the membership to determine your interest and capacity in supporting and participating in specific programs within the Branch. It is critical that we hear back from you! The results of this survey will determine if we will be able to support



*Joanna Amberger
AAUW Honolulu Branch
President*

the range of programs that were identified at the strategic planning meeting.

The board is committed to only moving forward with programs that will be fully supported by the membership. Therefore, any programs not supported in the capacity survey will be eliminated, reduced or modified based on the findings from the membership survey.

At our December special membership meeting, the members voted to approve the Resolution and the amendment to the Purchase and Sales Agreement. Assuming everything goes as planned, we should close on the sale in early January, giving us the financial resources that will support our strategic plans.

Thank you for all your support this year. We are at an historic crossroads for Honolulu Branch, and we are poised to make some fantastic impact in our community. I look forward to a fabulous New Year filled with possibility and working with you to advance equity for women and girls!

A handwritten signature of Joanna Amberger in black ink.

Attention Women Student Leaders! AAUW Hawaii Scholarship Available

2015 National Conference for College
Women Student Leaders (NCCWSL)

Conference Date: May 28-30, 2015

Location: University of Maryland

Application Due Date: March 1, 2015

This inspiring conference offers:
Keynote speakers, workshops, skill building
activities and much more!

*Email Janet Morse at janetmorse@earthlink.net for
application and details!*



AAUW Honolulu Branch Strategic Planning Update

In September 2014, the more than 20 members and leaders of the AAUW Honolulu branch gathered together for a day long strategic planning meeting. The meeting had 4 distinct goals:

1. Identify 3 year strategic goals for the AAUW Honolulu Branch
2. Identify and prioritize funding options that the membership would like the branch to consider investing money in
3. Discuss capacity, member engagement and roles that are required within the branch to fund each of the top five options
4. Make recommendations on top 5 options for the branch board to consider

The outcomes and discussion items of the meeting are summarized in the pages that follow.

Identified Branch Values

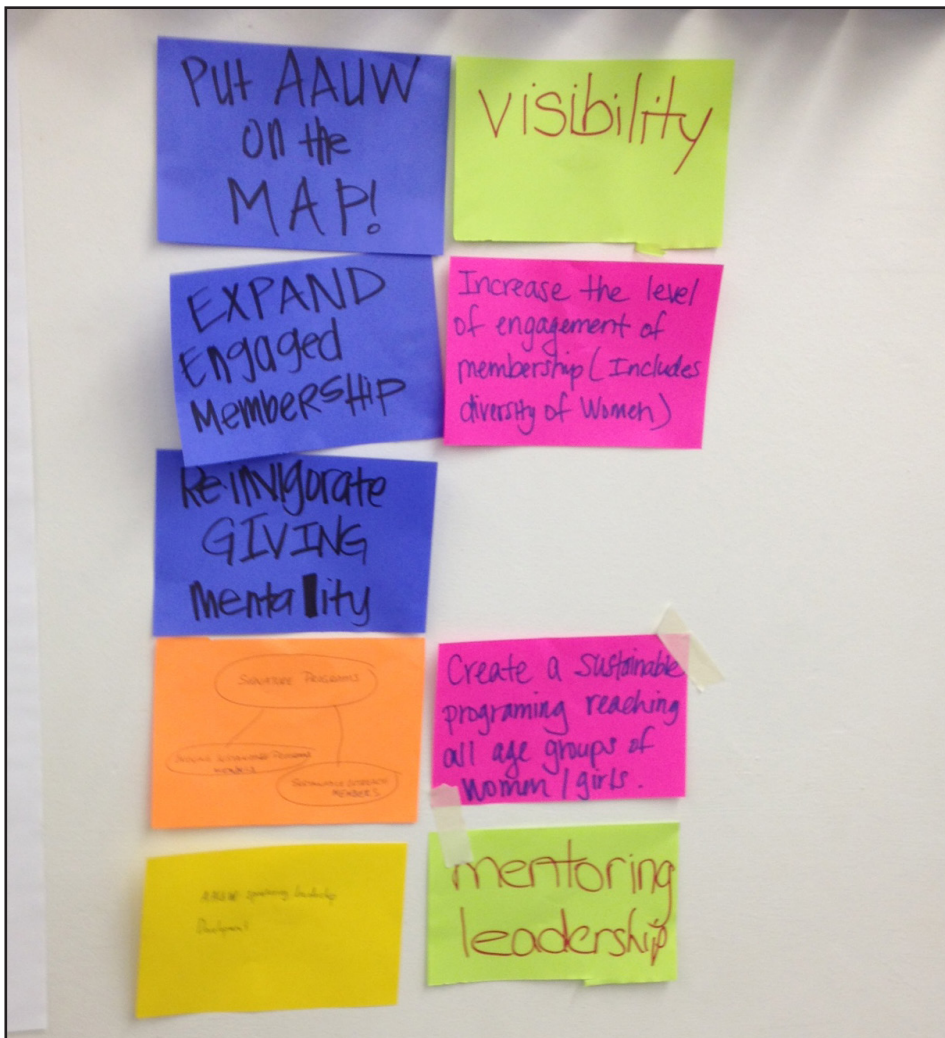
A discussion on values and behaviors led to identification of the following branch values that leadership will work to incorporate into all branch meetings and events:

Inclusiveness	Active	Process Driven
Relatable	Strong Work Ethic	Follow Through
Open-Minded	Integrity	Creativity
Open Access	Ethical	Member Engagement
Advocates for Others	Consistency	Leadership
Visible	Supportive	Mentorship

Strategic Planning Update

3-Year Branch Goals

The following 3 year goals were identified for the branch. These goals helped drive decision making around funding priorities for the branch later in the day.



1. Put AAUW on the map in Hawaii

Expand the AAUW brand in Hawaii and make it known as a resource and voice for women and girls in the community that are interested in leadership, access to education, and finding a supportive community of committed advocates

2. Expanded, diverse and engaged membership

Utilize the programming and strategic priorities to continue growing branch membership and attracting a diverse range of committed and engaged members

3. Reinvigorate giving mentality

Utilize the increased funds available to the branch to reconstitute the long tradition of branch giving. Giving can be in the form of time, treasure or talent to each member's ability.

4. Signature programs

Identify specific programs and focus areas for the branch to take on that will help define AAUW-Honolulu to the community and allow us to fill an unmet need for women and girls in the community

Strategic Planning Update

Strategic Priorities for Program Focus

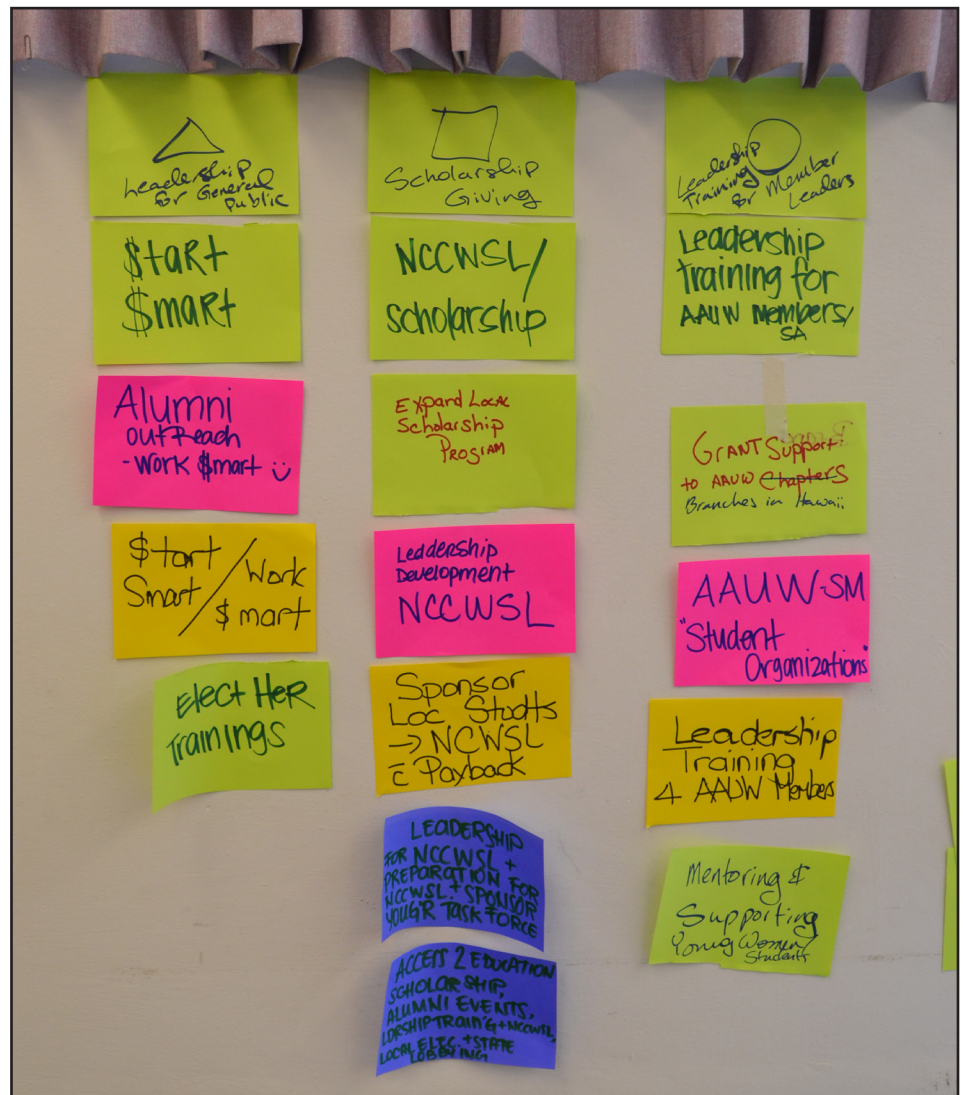
During the meeting the branch created 6 distinct funding priorities. There were several specific ways in which the branch could pursue implementing each of the 6 priorities and a strategic planning committee was formed to evaluate different implementation options and match existing branch capacity to specific program or project ideas. The committee will specifically be specific programs or strategies that can be used to engage with each priority area, and will consider the capacity required from members in order to implement each idea.

Priority Area 1: Scholarship Giving

The Honolulu Branch has a long history of local scholarship giving to support undergraduate education for women in Hawaii and this will remain a strategic priority for the branch. Engagement in this area will also help achieve Branch Goal #3

Priority Area 2: State Level Advocacy

State level advocacy programs are a great way for the branch to engage in AAUW's mission, and help to create a distinct branch for the AAUW Honolulu branch within the state (Branch Goal #1). Engagement in state level advocacy is also a way to increase collaboration and relationships with other AAUW branches across the state. The strategic planning committee will consider several specific program ideas including organizing a state level lobby corps, planning events for Equal Pay Day, adding a public policy chair position to the branch board, and identifying specific issue areas for the branch to advocate for. Any issue areas must also align with AAUW National's public policy platform.



Strategic Planning Update



Strategic Priorities for Program Focus

Priority Area 3: Leadership for the General Public

The branch is already deeply engaged in many of AAUW's leadership programs, such as the \$tart \$mart salary negotiation workshops and Elect Her. Continuing to participate in these programs is critical to building the branch brand within the community (Branch Goal #4) and to increasing and diversifying members (Branch Goal #2). The committee will also consider ways to engage with alumni of the local scholarship program

Priority Area 4: Leadership Development for AAUW Members and Student Members

Developing, supporting and training our branch members and supporters is critical to increasing member engagement and participation (Branch Goal #2). The branch is very interested in supporting and growing local AAUW student organizations and will be working with the current student organization to sponsor a program area and engage with the student leadership over the course of the year. The committee will also consider a range of ways in which they can develop member leadership in the branch. AAUW recently launched a Member Leadership Train the Trainer Program that will give us access to a range of leadership development workshops that we will be participating in. The committee is also considering ways in which branch leaders can mentor future leaders within the branch, including the possibility of supporting members to attend the AAUW National Convention and organizing and facilitating an annual retreat for the branch.

Priority Area 5: Women and Girls in STEM

AAUW's STEM camps are one of the fastest growing areas of engagement for AAUW. Branches that have taken the lead in organizing and hosting the Tech Trek (week long) and Tech Savvy (day long) camps have strengthened their relationships with their members and their communities. The branch applied to participate in the Tech Savvy program in 2015. We will be planning and executing a Tech Savvy program for middle school girls at Windward Community College in March 2015. This program will allow us to meet all four of our Branch Goals, but success will depend on the support and collaboration of all of our branch members!

Priority Area 6: Donate to AAUW National Funds

The AAUW General Fund serves as the incubator in the early stages of many of AAUW's most successful programs, such as our STEM Camps (Tech Trek & Tech Savvy). The branch discussed donating a certain percentage of their annual giving to this AAUW National Fund to continue to support AAUW's most critical mission based programs (Branch Goal #3).

Strategic Planning Update



Strategic Priorities Summary for Program Focus

Strategic Priority	Specific Program Ideas to Consider	Capacity Required
Donate to AAUW National Funds		Low
Scholarship Giving	NCCWSL	Low
	Expand current local scholarship giving	Low
State Level Advocacy	Public policy chair?	Low
	State level lobby corps	Medium
	Equal Pay Day Events*	Medium
Leadership for the general public	\$tart \$mart/Work \$mart	Medium
	Elect Her	Medium
	Alumni Outreach*	High
Leadership development for AAUW members and student members	Support AAUW-SM*	Medium
	Sponsor Leadership training opportunities/workshops* <ul style="list-style-type: none"> • Succession planning (groom leaders to become branch leaders) • Toastmasters/public speaking training • Send leaders to AAUW National convention • Host leadership training workshops • Facilitate board annual retreat 	High
	Mentoring and supporting young women/students*	High
Women and Girls in STEM	Tech Trek	High
	Tech Savvy	High
	Tutoring for girls in Algebra*	High

**Further discussion needed by committee to identify specific projects/programs in these areas*

Next Steps

The strategic planning meeting in September provided a much needed framework and focus for the branch to move forward with. In the months since then the strategic planning committee has been meeting regularly to finalize the branch strategic plan. The goals and purpose of the committee are to:

- o Discuss the specific program ideas under each strategic priority area
 - Clarify program ideas
 - Confirm the capacity requirements
- o Pick which specific ideas the committee recommends the branch move forward with
 - Determine which programs and priorities to move forward with
- o Create implementation timelines

Scholarship Update

With the sale of the Laulima House, the branch is faced with a threefold increase in distribution capacity of program resources without a corresponding increase in volunteer capacity. As we have been increasingly successful in promoting our scholarships over the past few years and attracting more high-qualified applicants, the scholarship Trustees were faced with the challenge of finding enough volunteers in the branch to help with the administration and selection of the annual scholarship awards.

The Trustees considered a variety of options and determined that the best option that would meet the Scholarship Trust's needs would be to partner with the Hawaii Community Foundation. The Trustees have created a non-endowed scholarship to be administered through HCF on an annual basis. The Scholarship Trust will retain control and ownership of the principal funds and will determine on an annual basis if the partnership with HCF continues to serve the needs of the Trust.



HCF will provide all of the administration for the scholarship such as receiving scholarship applications, reviewing applicant files, maintaining records, and notifying applicants etc. HCF will use a panel of community volunteers to screen and select applicants according to criteria that AAUW Trustees establish. AAUW will continue to be able to recognize scholarship winners at an annual awards dinner, award

AAUW memberships to winners and encourage winners to participate in branch events.

An additional benefit of having AAUW applicants apply through the HCF system is that they will automatically be considered for additional scholarship awards for which they qualify that are administered through HCF, thereby increasing their potential for academic funding.

By partnering with HCF, AAUW Honolulu Branch can focus our attention on programs and activities that are mission based and will create significant impact in our community instead of focusing attention on administration and paperwork.

**AAUW Honolulu Branch
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2014-2015**

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**Barbara Fischlowitz-Leong
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**PO Box 29939
Honolulu, HI 96820**

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Founded in 1881, AAUW advances equity for women and girls through advocacy, education, philanthropy, and research. For over 130 years, AAUW members have examined and taken positions on the fundamental issues of the day — educational, social, economic, and political. Our commitment to our mission is reflected in all aspects of our work.



AAUW Honolulu Branch Scholarship provides funds for undergraduate study, graduate study and doctoral research.

Requirements

- Be a resident of the State of Hawaii
 - Demonstrate financial need
 - Be a full-time junior or senior undergraduate student or a graduate student at a college or university located in Hawaii
 - Grade Point Average (GPA) 3.0 or above
 - Female student
 - Provide a brief Curriculum Vitae or Resume highlighting academic achievements
 - One letter of recommendation from a faculty member and one letter of recommendation from a community member (a non-relative)
- Preference: Students majoring in the fields of Science, Technology, Engineering and Mathematics

Post Award Requests:

- Successful undergraduate award recipients will be encouraged to volunteer at AAUW Honolulu Branch activities or events.
- Successful graduate award recipients will be encouraged to make a presentation related to their academic research at an AAUW Honolulu Branch membership meeting or activity

Application deadline:

4:00pm (HST) Thursday, Feb. 19, 2015

Apply online:

www.hawaiicommunityfoundation.org/scholarships

*The form is listed under American Association of University Women and can be found by using the keyword
AAUW*

Apply Today!



Mark Your Calendars!

June 18-21, 2015

San Diego