

AAUW – PENNSYLVANIA

Strategic Plan 2014-2016

AAUW Mission

AAUW advances equity for women and girls through advocacy, education, philanthropy, and research.

AAUW Vision

AAUW will be a powerful advocate and visible leader in equity and education through research, philanthropy, and measureable change in critical areas impacting the lives of women and girls.

AAUW-PA Vision

AAUW-PA will be a welcoming and inclusive organization that serves as a significant resource and powerful advocate for Pennsylvania branches and members in their work toward achieving the mission and vision of AAUW.

Priority Goals, Objectives, and Actions

Goal: Build and sustain membership in AAUW

Objectives:

1. **Highlight the benefits of belonging to AAUW.**
2. **Ensure the satisfaction of current members with their membership.**

Actions:

- Build the C/U partner member presence in Pennsylvania. Actively recruit additional C/U partner members (branches and the state); encourage local branches to interact with their C/U partner members.
- Promote C/U partner member programming (branches and/or the state) including Elect Her Campus Women Win and/or \$tart \$mart Salary Negotiation workshops; applying for Campus Action Grants, AAUW Fellowships and Grants; and broader attendance at the National Conference for College Women Student Leaders (NCCWSL).
- Engage students at C/U partner member campuses by implementing a state Student Advisory Council (SAC).
- Promote Give A Grad A Gift memberships to branch members – communicate this option and post a sample “gift card” and applications materials on the state website.
- Create options for members to belong to AAUW such as creating a Virtual State Branch and encouragement of additional branches, even in locations that already have a branch; focus on pockets of opportunity (college campus faculty/staff, workplace groups, women’s business groups, recent retirees).
- Stress mission programming to the branches offering ideas and resources; our purpose is to push out the mission initiatives set by our national organization.

Goal: Mentor leaders amongst our membership

Objective:

1. **Build a Succession Line for Branch, State, and National Leadership.**
2. **Engage Members to be Leaders in AAUW Public Policy Initiatives.**

Actions:

- Communicate with rising leaders and encourage their leadership roles; inform them about the roles of various branch/state officers, make them aware of national committees and other leadership opportunities, encourage their attendance at state and national AAUW meetings, and support them in taking those next steps.
- Encourage every branch to have active Public Policy, C/U, and STEM Chairs; provide job descriptions including the importance of the role, foster communication with the state officer in the area, and share resources in each area.
- Work with branches to develop a best fit for their branch to engage in public policy by providing appropriate resources/tools, advice, and other help so branches can implement advocacy events, Get Out The Vote (GOTV) strategies, or other initiatives in their communities; and are motivated and prepared to engage in state lobby day events.
- Build the connections between the AAUW national organization and the branches by demonstrating how one cannot exist without the other.