

AAUW – PENNSYLVANIA

Strategic Plan 2016-2018

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 a diverse membership in AAUW

Objectives:

- 1. Highlight the benefits of belonging to AAUW.**
- 2. Encourage diversity in AAUW.**
- 3. 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 collaborations (branches and/or the state) including branch community programs, Elect Her 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).
- Stress mission programming to the branches offering ideas and resources; our purpose is to push out the mission initiatives set by our national organization.
- Promote diversity in our membership, encourage use of the Diversity & Inclusion Tool Kit.
- Offer Membership Recruitment & Retention and Diversity & Inclusion workshops at state events.
- Inform members of AAUW member benefits.

Goal: Engage members in AAUW Public Policy Advocacy

Objective:

- 1. Build participation in legislative advocacy efforts.**
- 2. Engage Members in AAUW Public Policy Initiatives and Get Out the Vote Strategies.**

Actions:

- In collaboration with the state Public Policy Co-Chairs, maintain and/or implement new Working Groups within the state to address specific public policy issues.
- Foster additional participation in regional or state-wide coalitions with stakeholders having similar goals on women and girls' issues.
- Continue AAUW-PA's membership in the PA Campaign for Women's Health coalition
- 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.
- Provide resources and guidance for Get Out The Vote (GOTV) strategies clearly defining the nonpartisan manner in which these activities are to be implemented.