

AAUW – PENNSYLVANIA

Strategic Plan 2017-2018

AAUW Mission

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

AAUW Vision

AAUW empowers all women and girls to reach their highest potential.

AAUW Diversity Statement

AAUW values and seeks a diverse membership. There shall be no barriers to full participation in this organization on the basis of sex, gender identity, race, creed, age, sexual orientation, national origin, disability, or class.

Goal 1: Build and sustain membership in AAUW

Objectives:

- 1. Raise the visibility of branches in their community to draw in new members.**
- 2. Branch programming will predominantly be mission-based programming to grow their membership.**
- 3. All branches have an active, up-to-date website. Branches that are interested have active social media presence.**

Actions and Measures:

Action: Develop programs around the AAUW report *Deeper in Debt: Women and Student Debt* and the Committee of Seventy *Draw the Lines PA* contest. Solicit branches to offer one or both of these programs, co-plan the events with the branches, and provide some measure of funding for the event.

Measure: Survey and review the membership numbers of the branches that offered one or more State Programs at the end of the AAUW year (May) to gain their thoughts on whether the program(s) raised their visibility in the community and/or increased their membership.

Action: Stress and promote mission-based programming to the branches offering ideas and resources on the state website, *Keystoner*, FYI, and other branch communications.

Measure: At the end of the AAUW year (May), survey the branches to determine how many of the programs they offered were mission-based

Action: Determine which branches do not have an active, up-to-date website, contact them and offer to create a Site Resources website for them. Offer help in setting up or improving use of social media.

Measure: At the end of the AAUW year (May), determine if all branches have a functioning, up-to-date website. Review branch social media presence.

Goal 2: Engage members in AAUW Public Policy Advocacy

Objective:

- 1. Build participation in legislative advocacy efforts.**
- 2. Engage Members in AAUW Public Policy Initiatives by using state resources/tools.**

Actions and Measures:

Action: State Public Policy Co-Chairs plan and implement lobbying and/or a rally in Harrisburg around legislation consistent with the AAUW mission.

Measure: Collect data on the number of members who participate, what part of the state they come from, and their experiences.

Action: Promote resources/tools developed by the State Public Policy Co-Chairs and posted on the state website (Advocacy in a Box, etc.) to branches stressing their mission-based initiatives.

Measure: At the end of the AAUW year (May), survey the branches to see which ones used the resources/tools.