

BEYOND ASPIRATIONS: Advancing Equity for Women & Girls

AAUW Strategic Plan

<https://www.aauw.org/who-we-are/strategic-plan/>

The vision laid out in the accompanying strategic plan for AAUW is more than fancy words. It's a call to action, with pragmatic solutions designed to demonstrate success and accountability at every level. The plan also includes an implementation guide and time line to ensure we are well poised to take on the challenges women and girls face now and in the future.

Mission

To advance gender equity for women and girls through research, education, and advocacy.

Vision

Equity for all.

Values

Nonpartisan.
Fact-based.
Integrity.
Inclusion and Intersectionality.

Our mission is bold – to advance gender equity for women and girls through research, education, and advocacy. Our work at AAUW has always been fiercely nonpartisan but not values neutral. We lead with facts and data analysis, not conjecture. We arm our research results with policy

recommendations and advocacy work as well as programs and training to transform cultural perceptions and practices throughout society.

Our vision — equity for all — can and must be achieved. We are not satisfied to simply document and discuss the inequities women and girls face. AAUW aims to achieve equity through practical solutions in education, workplaces, and communities.

Strategic Areas of Focus

In keeping with our mission to advance gender equity for all women and girls, the strategic plan is focused on four macro areas of work: Three of these focal areas are mission-based, and one — Governance and Sustainability — is foundational in our ability to run the organization with best practices, innovation, and strengthened fiscal sustainability.



EDUCATION & TRAINING

Addressing the barriers and implicit biases that hinder advancement of women

<p>GOAL A: Champion equal access to all levels and fields of education.</p>	<p>1 Address barriers to success for girls and women through improvement of learning environments. 2 Grow educational pathways for all women, especially those leading to high-earning careers.</p>
<p>GOAL B: Ensure education at every level is free from sex discrimination.</p>	<p>1 Protect and expand compliance with Title IX and other civil rights laws across all U.S. states and territories. 2 Ensure Title IX coordinators are well trained and adequately resourced.</p>

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ECONOMIC SECURITY

Ensuring livelihoods for women

GOAL A: Achieve pay equity by 2030.	<ol style="list-style-type: none"> 1 Champion pay equity federally and in all U.S. states and territories. 2 Lead the nation in providing salary negotiation programs for employees and employers.
GOAL B: Create inclusive career pathways for women, free of systemic barriers and biases, to attain economic security.	<ol style="list-style-type: none"> 1 Develop a blueprint for women to access careers, especially in high-paying fields. 2 Support employers in advancing higher wage pathways for all women. 3 Protect and expand compliance with Title VII and other federal civil rights statutes.
GOAL C: Deepen women's retirement security and quality of life.	<ol style="list-style-type: none"> 1 Address inequities regarding retirement for women at every socioeconomic level. 2 Help women in achieving their desired quality of life in preparation for possible retirement.

LEADERSHIP

Closing the gender gap in leadership opportunities

GOAL A: Bolster the participation of girls and women in leadership roles throughout their lives.	<ol style="list-style-type: none"> 1 Empower early and midcareer women to seek and succeed in leadership opportunities. 2 Expand leadership opportunities for women over 55 years of age or retired.
GOAL B: Advance the number of women in leadership, particularly in education and nonprofit organizations.	<ol style="list-style-type: none"> 1 Become a national resource on the impact of leadership development activities for the advancement of women into leadership roles. 2 Increase the inclusion and numbers of women serving on governing and advisory boards.

GOVERNANCE & SUSTAINABILITY

Ensuring the strength, relevance, and viability of AAUW well into the future

GOAL A: Implement best practices in governance, inclusion, and organizational functioning.	<ol style="list-style-type: none"> 1 Evaluate and competitively assess AAUW's governance model and ensure best practices in nonprofit board structure and service. 2 Embody the goals and spirit of inclusion, diversity, and intersectionality across all AAUW activities and participants. 3 Modernize AAUW's technology infrastructure and build strategic, integrated, comprehensive, and forward-looking communications.
GOAL B: Enhance financial sustainability by increasing and diversifying revenue.	<ol style="list-style-type: none"> 1 Explore the feasibility of a comprehensive campaign underpinning strategic goals. 2 Complement existing membership model to engage new audiences, increase donor populations, and achieve greater impact through partnerships.