



Strategic Plan 2018-2020

Successful organizations understand the past and plan for the future. In August 2018, AAUW launched its new strategic plan, “Beyond Aspirations: Advancing Equity for Women and Girls,” tied to the AAUW mission, vision, and values:

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

Vision: Equity for all.

Values: Non-partisan, fact-based, integrity, inclusion and intersectionality.

AAUW Pennsylvania branch members, national members in Pennsylvania, college and university members, and student associates will work locally to achieve national goals. Together, AAUW Pennsylvania will be a welcoming and inclusive organization that serves as a significant resource and powerful advocate in Pennsylvania to move forward the four areas of the AAUW mission: Education and Training, Economic Security, Leadership, and Governance and Sustainability.

To that end, the Board of AAUW Pennsylvania will:

- Support and mentor branches and members across all demographics.
- Serve as a liaison between national AAUW, Pennsylvania branches, and individual members.
- Focus national and state goals for branches, providing ideas and resources to help branches of all sizes work toward those goals.
- Support and advocate for Pennsylvania legislation that empowers women.
- Provide leadership on important issues and help show their relevance at the state and local levels.

In 2018-20, AAUW Pennsylvania’s mission-based activities and projects include work to:

- Pass Equal Pay legislation in the 2019-2020 General Assembly. (Economic Security)
- Implement Work Smart salary negotiation workshops across Pennsylvania. (Economic Security)
- Provide financial support for college students to attend NCCWSL. (Education & Training; Leadership)
- Develop fair district lines in Pennsylvania through participation with Fair Districts PA and Draw the Lines. (Education & Training; Economic Security, Leadership)
- Demonstrate support for public education in Pennsylvania. (Education & Training)