



Strategic Plan 2020-2022

Successful organizations understand the past and plan for the future. The foundation of our work is 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 2020-2022, AAUW Pennsylvania's mission-based activities and projects include work to:

- Advocate for legislation that promotes economic equality for women in the 2020-2022 General Assembly. Promote Work Smart salary negotiation online course across Pennsylvania. (Economic Security)
- Provide financial support for college students to attend NCCWSL.
- Demonstrate support for public education in Pennsylvania.
- Continue to work in coalition with our partners at the state level to address:
 - Paid leave (The Family Care Act Coalition)
 - Minimum Wage (Raise the Wage PA)
 - Public education and a fair funding formula (PA Schools Work and Education Voters PA)
 - Establishing fair voting districts (Fair Districts)
 - Women's health issues (Campaign for Women's Health).



- Gain an understanding of racial injustice and take affirmative actions to irradicate it from our policies, practices, activities, and events. Recognizing the work is never done, remain attentive and persistent, and encourage branches to do the same.
- Achieve recognition in the AAUW Five Star Recognition program and encourage branches to participate.
- Support the proposal to eliminate the degree requirement for AAUW membership. Seek understanding of opposing opinions, educate members on the reasons for our support, and encourage member involvement.

AAUW Pennsylvania Board projects (Requires multiple, if not all, board roles to implement: project leader in parathesis.)

- Review governance documents and update as necessary to ensure smooth leader transitions and board operations. (Ann Pehle)
 - Succession Plan
 - Update role/job descriptions
 - Update planning/perpetual calendar
 - Board Handbook
 - Board Policies and Procedures
- Acknowledge the disruption caused by the COVID-19 pandemic. (Ann Pehle)
 - Sustain current activities/events to minimize disruption
 - Reduce financial and health risks to the affiliate and its members
 - Leverage learnings to augment, improve, modify our work
- Gain insight into branch membership to better assist branches to increase and retain membership. (Jordan Glover and Randi Blauth)
 - Conduct benchmark branch member survey and present results at June AAUW Pennsylvania state convention.
 - Explore the elements of and obstacles to an inclusive branch.
- Open our virtual events to non-members by publicizing to our state coalition partners and encouraging branches to do the same. (Lee Wolfe)
- Create a “contact us first” behavior with branch leadership. Contact the AAUW Pennsylvania counterpart first – instead of calling AAUW national. (All)
 - Communicate often to counterparts to develop a relationship; learn about their issues; provide information.
 - Read everything that comes from AAUW and participate as you can—live or recording. Members are looking to us to know what is going on and being fully informed will help guide our work in the state.
- Manage records retention project and website content updates. (Pat Byerly)



AAUW Pennsylvania Board Role projects (Incumbent in board role is project leader and will secure information and committee members as needed.)

President

- Invigorate the Work Smart program with the Pennsylvania Commission for Women.

VP Programs

VP Membership

- Update membership page on the website
- Learn new MSD and educate and aid membership VPs and those who need to know
- Implement Tagline contest in early 2022 Hold District Coordinator's second meeting: March 3, 2022. Hold Counterparts meetings (initial one 12/9/21) Work to disband Towanda, Scranton, Pottstown (PLEASE SEE EMAIL SENT TO YOU THIS WEEK) Help with Statewide Membership Survey
- Create a "kit" of information for new membership VPs.

Secretary

Finance Officer

- Work closely with branch Finance Officers to make sure that the correct branch documents are on file and have electronic copies of these documents on file with AAUW-PA and National (e.g., articles of incorporation, IRS Letter of Determination and up to date Affiliate Agreement).
- Conduct a survey of branch Finance Officers to determine their needs. Work on solutions to address issues.
 - Training videos
 - Understanding IRS status of each affiliate

AAUW Funds Chair

- Encourage branches to work toward the Advancement star and provide the necessary information.
- Support a motion to make a board donation in honor of the 140th anniversary.



Administrative Director

- Manage state website updates
- Create records retention guidelines for the website and Dropbox.

Bylaws Chair

College/University Liaison

Diversity, Inclusion Chair

- Title Update
 - Change “official” title to DEIB
 - Create resources for branches to begin including the “B” in their titles
- Committee Growth
 - Add 1-2 new committee members
 - Get committee members more involved in planning/researching ongoing virtual event topics
- Increased Communication with Counterparts
 - Move away from logistical info to the practical info
 - Send an email more than once a month
- Continuing Education & DEIB Programming
 - Continue with monthly virtual programming

District Coordinator, East

District Coordinator, Central

District Coordinator, West

Keystoner Editor

- Change the Board position of Keystoner Editor to a more broadly defined Communications role.
- Review communication strategy and implement changes as necessary.
 - Undertake a complete inventory and evaluation of ALL communications venues and instruments currently used as part of AAUW PA functions.
 - Explore and evaluate the need for and implementation of alternative communication methods. Move from one-way, passive, synchronous to two-way, active, asynchronous.
- Organize Keystoner content, graphics, and information and have it ready to convert to an Office-based platform.
- Prepare an AAUW Pennsylvania “style guide”.



Public Policy Co-Chairs

- Advocate for legislation that promotes economic equality for women in the 2021-2023 General Assembly.
- Identify and compile list of federal and state legislators who represent branches.
- Send action alerts for Equal Pay Days for all women, Black Women and Latinas.
- Represent AAUW PA at Equal Pay Day Press conference with Pennsylvania women legislators who are sponsors of pay equity bills.
- Provide public policy updates and support for branch leaders through Highlights and Branch Public Policy Chairs' zoom meetings.
- Offer several in depth webinars on public policy to include raising the minimum wage, the lack of pay equity as a risk factor for domestic violence, and paid leave.
- Sign onto letters of support and amicus briefs as appropriate to AAUW public policy priorities.
- Continue to work in coalition with our partners at the state level to address:
 - Paid leave (The Family Care Act Coalition)
 - Minimum Wage (Raise the Wage PA)
 - Support for public education and a fair funding formula (PA Schools Work and Education Voters PA)
 - Drawing fair voting districts (Fair Districts)
 - Women's health issues (Campaign for Women's Health).

Convention Coordinator

- Special project - Explore AAUW Foundation at the state level which has 501c3 status.

Convention Registrar

Archives Chair

Nomination Chair

- Modify the AAUW Pennsylvania officer voting process to be as efficient as possible.