



## Strategic Plan 2023-2024

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 to move AAUW's mission forward.

**Goal: Increase current AAUW PA membership with an emphasis on diversity, equity, and inclusion.**

Strategy: Initiate the development of a virtual branch to recruit new members not inclined or unable to join physical branches; Members-at-Large (MALs); and members of disbanded Pennsylvania branches.

Assessment:

Virtual branch viability determined.

**Goal: Recruit and develop new state leadership**

Strategy: Frame the volunteer experience as part of a meaningful life by creating fulfillment (providing leadership opportunities which may not be offered through work or other experiences).and may substitute for work experience to create career opportunities.

Assessment: Nominations Committee puts forward nominees who are qualified to serve in open positions and honored to accept their nominations.

**Goal: Increase Visibility of AAUW across the state**

Strategy: Utilize applicable social media platforms to promote the goals, accomplishments, and

activities of AAUW through coordinated campaigns that highlight branch programming and achievements with the goal of increasing membership engagement.

Assessment: Monthly e-newsletter distributed highlighting branch events open to all members. Funds established in 2023 budget to boost social media posts.

**Goal: Put AAUW PA on sound financial footing**

Strategy: Create a Finance Committee to build a 2023 budget that recognizes new pressures and changing opportunities impacting AAUW PA.

Develop guidelines for AAUW PA reserves.

Appoint a Finance Committee chaired by the Finance Officer and staffed by the Administrative Director.

Assessment: Finance Committee active and 2023 AAUW PA budget developed and approved by the Board. Decisions about guidelines for AAUW PA reserves reviewed and voted on by the board.

**Goal: Improve coordination with and support for branches**

Strategy: Secure input from branches about the need and desire for district programming.

Reconsider District Coordinator positions with increased focus on programming. Explore developing a program guide with Program Vice President focusing on Mission Critical programs and branch -based programs.

Assessment: Branches surveyed by District Coordinators about district-specific programs and shared with Board. Program guide developed and distributed at the 2023 Summer Retreat. Increased attendance and participation in AAUW PA developed programs. Increased partnership with branches in developing and sharing programs across the state.