

AAUW-WISCONSIN STRATEGIC PLAN/GOALS
APPROVED BY THE BOARD OF DIRECTORS
February 2014

AAUW-WI will contribute to the shared organizational success of AAUW within the parameters of its resources, Branches, and communities. AAUW-WI will develop and implement its goals in support of the AAUW Strategic Plan, knowing that goals and strategies will evolve over time. Specific goals and measures will be established by the AAUW-WI State Board and reviewed annually.

AAUW MISSION

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

AAUW VALUE PROMISE

By joining AAUW, you belong to a community that breaks through educational and economic barriers so that all women have a fair chance.

AAUW VISION STATEMENT

AAUW will be a powerful advocate and visible leader in equity and education through research, philanthropy, and measurable change in critical areas impacting the lives of women and girls.

AAUW GOAL # 1

AAUW will be highly regarded for our commitment to exemplary member relations, dues value, and resulting member satisfaction.

AAUW GOAL # 2

AAUW will amplify our advocacy voice to achieve educational and economic equity for all women and girls.

AAUW GOAL # 3

AAUW will engage and motivate leaders in our schools, workplaces, and communities to break through educational and economic barriers affecting women and girls.

AAUW GOAL # 4

AAUW will target our philanthropic efforts to support programs that provide women and girls with opportunities for a lifetime of success.

AAUW GOAL # 5

AAUW will have a sound fiscal strategy and dedicated stewardship to meet current and projected needs, address challenges, and capitalize on opportunities.

Based on the AAUW Strategic Plan and input from its members, AAUW-WI will focus its energies and strive for success in six areas of interest: Membership, Advocacy, Leadership Development, Philanthropy, Program, and Communications.

Branches are encouraged to review this plan and replicate/adapt its use as a model for Branch planning.

A. GOALS FOR MEMBERSHIP

- 1) AAUW-WI and its Branches will seek to retain and expand a diverse membership through stimulating mission-based programming, intergenerational appeal, and outreach to college students.

Action Plan

- ❖ Optimize membership opportunities as part of branches special events
 - ❖ Encourage Branches to optimize technology to attract members
 - ❖ Encourage College/University Partnerships and Student E-affiliates
 - ❖ Promote Branch events as networking opportunities for members and guests
- 2) AAUW-WI will optimize use of AAUW resources to assist Branches in promoting a diverse membership.

Action Plan

- ❖ Encourage collaboration with organizations that represent diverse constituencies
- ❖ Encourage Branches to meet at locales of other organizations
- ❖ Utilize AAUW discounted membership campaigns to recruit new members

B. GOALS FOR ADVOCACY

- 1) In the current political climate, AAUW-WI will continue to promote its values and educate leaders on AAUW issues.

Action Plan

- ❖ Encourage branches to educate voters on issues and conduct voter education training
 - ❖ Encourage Branches to communicate with state and federal legislators from their districts and utilize AAUW resources to do so
- 2) AAUW-WI will optimize the Wisconsin “Two-Minute Activist” and “Salsa” to promote their use by members and others who support AAUW's mission.

Action Plan

- ❖ Communicate regularly with Branch Public Policy Chairs to promote use
- ❖ Utilize a state-wide Public Policy Committee to track issues
- ❖ Encourage State Board members to promote with their counterparts
- ❖ Promote use by making Public Policy a standing item on Branch monthly meeting agendas

- 3) AAUW-WI will work in coalition with other organizations as appropriate in support of its mission.

Action Plan

- ❖ Continue to promote candidate forums with other organizations
- ❖ Utilize the AAUW website for guidelines regarding candidate forums
- ❖ Encourage Branches to seek out partners to promote for activities and events, i.e., Equal Pay Day, etc.
- ❖ Evaluate partnerships and coalitions annually
- ❖ Investigate hiring a paid State Lobbyist

C. GOALS FOR LEADERSHIP DEVELOPMENT

- 1) AAUW-WI will provide education, skills development, and hands-on training for Branch leaders through communications, mentoring, and workshops.

Action Plan

- ❖ Encourage executive board members to visit branches throughout the program year
 - ❖ Investigate the possibility of providing a well-known speaker for the State Convention
- 2) AAUW-WI will assist Branches in developing job descriptions and promoting co-positions/job-sharing among seasoned leaders and those with less experience.

Action Plan

- ❖ Optimize the use of AAUW “tool kits”
 - ❖ Offer counterpart sessions at State Convention to review/update job descriptions
 - ❖ Encourage State Board members to provide officer training through personal visits, communication at districts/branches, and create online tutorials
 - ❖ Encourage State Board members to review/update their own job descriptions as necessary
- 3) AAUW-WI will encourage Branches to collaborate with their local schools to provide leadership development opportunities for students.

Action Plan

- ❖ Utilize AAUW programs for high school students
 - ❖ Encourage development of programs or assist with existing programs to encourage students to take leadership opportunities
- 4) AAUW-WI will continue to support the National Conference of College Women Student Leaders by offering scholarships for Wisconsin attendees and investigating the feasibility of incorporating a student leadership component at its annual meeting.

Action Plan

- ❖ Continue the scholarship program
- ❖ Increase the number of scholarships for NCCWSL

- ❖ Invite NCCWSL attendees to attend State Convention and/or be presenters
 - ❖ Identify local student leaders and invite them to branch/state meetings
- 5) AAUW-WI will work to identify and recruit a college student representative to serve on the AAUW-WI Board of Directors.

Action Plan

- ❖ Recruit a College/University Partnership Chair for the State Board
- ❖ Support the C/U Partnership Chair in identifying student candidates

D. GOALS FOR PHILANTHROPY

- 1) AAUW-WI will encourage contributions to AAUW Funds through education on how monies are utilized, awareness of AAUW among community foundations, and promotion of giving opportunities.

Action Plan

- ❖ Feature recipients of AAUW Funds support in *Badger Briefs*, the website, and at conventions
- ❖ Encourage Branches to invite recipients to speak at meetings or other events
- ❖ Utilize the AAUW website to educate members on AAUW Funds

- 2) AAUW-WI will encourage planned gifts to AAUW Funds through education on estate planning.

Action Plan

- ❖ Offer a planned-giving workshop at State Convention
- 3) AAUW-WI will encourage sharing of successful fund-raising ideas

Action Plan

- ❖ Establish online groups via Facebook to provide as a resource of fund-raising ventures

E. GOALS FOR PROGRAM

- 1) AAUW-WI will explore options for the annual State Convention

Action Plan

- ❖ Evaluate the new format

- 2) AAUW-WI will continue its biannual state-wide Public Policy/Advocacy Day.

Action Plan

- ❖ Organize and promote Legislative Day
- ❖ Organize and promote online call-in days, e.g., targeting Equal Pay Day or Women's Equality Day

3) AAUW-WI will encourage periodic educational, participatory activities.

Action Plan

- ❖ Survey Branch Presidents regarding needs/input as necessary
- ❖ Organize and promote leadership training

F. GOALS FOR COMMUNICATIONS

1) AAUW-WI will strive for continuous improvement in its print and electronic media communications.

Action Plan

- ❖ Update the communications plan

2) AAUW-WI will enhance its visibility by providing tools for members' use with their local media, i.e., sample news release after conventions and workshops, etc.

Action Plan

- ❖ Increase the use of AAUW-WI website/social media
- ❖ Provide website training at convention
- ❖ Promote our online presence
- ❖ Keep online content current