**AAUW WISCONSIN STRATEGIC PLAN**

**2020-2024**

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| **G**  **Governance & Sustainability** | **GOAL** | **ACTION STEPS** | **Responsible board positions** | **Progress update 2022 / plan ahead** |
| *AAUW WI will have an enlightened, efficient & engaged state board* | Enhance communication between State board and national | State Board will communicate with national office | President | Completed  Ongoing |
| Enhance communication between  State board and branches | State officers will contact branch counterpart or district coordinators to share information and seek input quarterly/as needed | President, leadership, membership, DE&I, public policy etc. | Good progress as reported in individual quarterly reports |
| Align bylaws with national office | Stay aware of changes at national level/make revisions as needed | Bylaws chair | Completed for 2022 |
| Align Branches, State & National strategic plans | State Board will develop a 2-3-member task force   1. Review and find alignments & gaps 2. Gather and compare branch plans 3. Compare plans and share best practices | Leadership, President-elect, Editor | Completed  Annual review/5 stars - ongoing  Assess every other year |
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| **LEADERSHIP** | **GOAL** | **ACTION STEPS** | **Responsible board positions** | **Progress update 2022 / plan ahead** |
| *To advance women in leadership roles* | Develop a succession plan | State Board will develop a 2 -3-member task force | Task force | Reviewed/updated  State board positions posted on state website |
| a.) Generate a transition plan to ensure that new leaders receive the tools to succeed | Everyone | Completed  Recurring goal: Meet virtually or in person with counterparts to turnover timeline and reports |
| b.) Develop the tools to ensure that information is transferred from outgoing to incoming officer, improve reporting systems, provide ongoing support & education | Everyone | Completed  Google drive has been initiated and employed  Board members should all have a physical binder with material related to office.  Recurring goal: distribute /transfer binder to all board members |
| Foster Communication Systems | a.) Update membership roster at National Office within 2 months of election | Finance VP, Membership VP | Completed  Recurring goal: Overseen by state officer, executed by branch |
| b.) Maintain State officer listing | President or tasked officer | Completed  Recurring |
| c.) IT Coordinator will upload the Badger Briefs to the website within 1 week of distribution | IT Coordinator | Completed  Recurring |
| d.) BB will be distributed to all membership  Timely news -blasts sent out as needed (Little Badger) | Editor/Administrative assistant  Encourage use by all board members as needed | Completed  Database cleaned up/maintained.  BB delivered directly to all members. Mailing client used for e-news. |
|  | NCCWSL/SCHOLARSHIP | Provide scholarships and information about NCCWSL along with branches | Leadership VP | Completed  Recurring |
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| **ECONOMIC SECURITY** | **GOAL** | **ACTION STEPS** | **Responsible board positions** | **Progress update 2022 / plan ahead** |
| *AAUW WI will be the voice on issues impacting women & girls in Wisconsin* | AAUW WI will train 2,000 women in Work Smart | State Board will develop a 2-3-member Start/ Work Smart task force | TBD  agenda at board meetings | Looking into hosting at convention or webinar  Delayed due to Covid19  Next goal: review plan |
| 1. Will educate members on Start Smart and Work Smart 2. State Board by October Board meeting 3. Branch Boards by January Board meeting 4. Branch Members workshop at State Convention in April |  | See above |
| 1. State will host a statewide event by June 30, 2021 |  | Canceled due to Covid19  Goal: review/update |
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| **EDUCATION & TRAINING** | **GOAL** | **ACTION STEPS** | **Responsible board positions** | **Progress update 2022 / plan ahead** |
| *Champion equal access and education in all levels* | AAUW WI will increase College University Partnerships | State Board will develop a 2-3-member CU task force | College/University relations chair | Incomplete  New goal: allow new CU chair to format job description and review action steps |
|  | 1. Work with branch CU chairs |  | See above |
|  | 1. Create a vision and mission for CU relations |  | See above |
|  | 1. Increase visibility on campuses 2. Initiate AAUW events on campuses 3. Promote Start Smart on campuses 4. Assist in establishing student groups on campuses 5. Collaborate with campus officials 6. Present info to interested students 7. Provide support to students and campus officials |  | See above |
| State will promote STEM opportunities for girls | 1. Develop a plan to increase STEM opportunities for girls 2. Create a resource that includes STEM opportunities across the State 3. Distribute to school leaders 4. Facilitate workshop for educators 5. Increase awareness of STEM opportunities to Branches | STEM coordinator | Progress has been made.  Recurring, to be updated by the STEM coordinator. |
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| **ADVANCEMENT** | **GOAL** | **ACTION STEPS** | **Responsible board positions** | **Progress update 2022 / plan ahead** |
| *Build robust membership and recruitment strategies. Enhance financial sustainability for AAUW* | State will align with 5-Star Advancement criteria | 1. Fund Development VP counterparts will create a plan | Funds VP | Completed  Ongoing |
| 1. 75% of branches will raise $30 per capita for the greatest needs. | Funds VP | Completed  Recurring |
| 1. State will increase Legacy Circle membership by 10% (1 per branch) | Legacy circle coordinator | Completed  Ongoing |
| 1. MVP & FVP will develop a plan to increase participation in membership payment program – goal 100% by 2024 | Changes underway | Ongoing  MVP & FVP will write an article to BB explaining mechanics of MPP  National office is overhauling system |
| 1. Branch & State leaders will work to retain 90% branch membership 2. A membership task force will be established | Membership VP | Significant progress.  Ongoing/recurring |
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| **PUBLIC POLICY** | **GOAL** | **ACTION STEPS** | **Responsible board positions** | **Progress update 2022 / plan ahead** |
| *Advancing equity for women and girls with emphasis on diversity,*  *equity and inclusion through sound public policies* | State will increase participation in Public Policy | State will appoint a Public Policy Chair |  |  |
| 1. Public Policy chair will develop a Public Policy Task Force 2. Provide guidance to PP chairs 3. Develop a how to guide for PP chairs | Public Policy Chair | Public Policy focus on Fair Maps and CRT for 2021/22 |
| 1. State will host annual Public Policy Day 2. Task Force will select day 3. Focus will be Pay Equity 4. Develop PR & Marketing plan for event | Public Policy Chair | Virtual due to Covid19 |
| 1. State will hold 2021 Convention in Madison |  | Virtual due to Covid19 |
| Bring awareness to diversity, equity and inclusion (DE&I) | State will appoint a DE&I coordinator | DE&I coordinator | Completed (coordinator appointed) Goal: TBD by coordinator |
|  | The resolutions chair will bring public policy resolutions to the state business meeting at the convention. | Resolutions chair | Recurring goal |
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| **COMMUNICATIONS** | **GOAL** | **ACTION STEPS** | **Responsible board positions** | **Progress update 2022 / plan ahead** |
| *Enhance communication between the branches and the state board and between the state board and the public* | State will develop a Communications Plan | State will develop a Communications Task Force | Communications officer and IT coordinator | In progress |
| 1.) Task Force will set expectations  a.) Website is updated regularly | IT Coordinator | Regularly completed |
| b.) Social media is updated monthly | IT Coordinator | Regularly completed |
| c.) Work Smart link | Posted on state website | Completed |
| d.) Economic Security Focus | Posted on state website | Completed |
| Task Force will provide Branch support | IT Coordinator | TBD by IT Coordinator |
| 1. Info on how to do links on website 2. Share info with Branches in PDF format for website 3. Host a workshop at convention (IT) |  |  |
| Develop and implement a PR plan to increase awareness of AAUW’s mission in the state of Wisconsin | a.) Develop PR plan  b.) Implement PR plan | Communications officer and president together | Under development |
| Historian produces content for membership | Historian writes articles for BB periodically | Historian |  |
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| **PROGRAMS** | **GOAL** | **ACTION STEPS** | **Responsible board positions** | **Progress update 2022 / plan ahead** |
| *Encourage AAUW mission -based programming* | State will align with 5-Star program requirements | Provide guidance for branches to implement AAUW mission -based programs in their schedules | Program VP | Completed  Recurring goal |
| 1. Program VP will contact branch presidents and or Program VPs to encourage scheduling of programs related to strategic plan | Program VP |  |
| 1. District Coordinators will educate Branch leaders at District meetings what types of program topics to schedule | Leadership VP and District Coordinators |  |
| 1. Press releases will be distributed to advertise the programs | Communications coordinators to develop, approved by president |  |
| 1. A District wide task force will be developed |  | Completed and finished. |
| 1. Annually review application to the 5-stars program | Task force (TBD) | Completed  Recurring goal |
| Plan mission -based programming (will be used in the annual state convention) | Program VP and Convention chair | Completed  Recurring goal |