

AAUW Easton Branch
Strategic Plan 2020

AAUW National

Mission Statement:	AAUW advances equity for women and girls through advocacy, education, philanthropy, and research.
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.
Diversity Statement:	<p>In principle and in practice, AAUW values and seeks a diverse membership. There shall be no barriers to full participation in this organization on the basis of gender, race, creed, age, sexual orientation, national origin, disability, or class.</p> <p>Through its nationwide network, AAUW opens doors for women and girls and influences public debate on critical social issues such as education, civil rights, and workplace equity. AAUW sponsors community programs, publishes ground breaking research on women and girls, is one of the world's largest sources of funding exclusively for graduate women and fights sex discrimination in all levels of education.</p>

The following strategic plan will be used by the board for planning and assessment. The plan is to be used as a guideline as the board and members change. It will be reassessed yearly at the annual evaluation meeting in June.

Area of Focus: Programs

Goal: Programs will be mission based throughout the year. There will be programs that revolve around issues that include quality of life issues for women and girls, pay equity issues, diversity issues and Title IX issues. Programs and activities will be planned with inclusion, diversity, and intersectionality concerns in mind.

Plan:

- Ideas for programs reviewed and sought annually.
- Public Policy chair will be consulted regarding pressing concerns.
- There will be community outreach advertising our programs to local organizations.
- Programs will be announced through e-mail, newsletter, and social media.
- Three or more mission based programs will be presented annually.
- Community Resource Map (link) will assist to improve education, mission based programming, and development.

Area of Focus: Membership

Goal: Increase membership by 6 members annually.

Plan:

- Increase visibility through programs.
- Ask prospective members “What can we do for you?”
- Invite community members to participate in discussions.
- Hold an annual brunch, tea, etc. inviting prospective members to learn about the branch and the issues that concern us.
- Programs will include information about membership in AAUW.
- Programs that allow us to use Shape the Future as a membership tool will be held.
- Increase presence on local college campuses.
- Invite new members to participate in activities.
- Mentor new members to make them feel part of the branch.
- Develop yearly Tri-fold to highlight branch activities.

Area of Focus: Public Policy

Goal: Align Public Policy with National.

Plan:

- Continue efforts working towards pay equity, Work Smart, Get out the Vote, and Voter registration.
- Visit local elected officials annually.
- Educate members on what the issues are and ways to get involved. This will be done at meetings, in the newsletter and on social media.
- Encourage participation in Two-Minute Activist and advertise link on website.
- Encourage members to engage in advocacy. This will be done at meetings, by phone calls, the newsletter and social media.
- Diversity: Deeds and Dialogue Interest Group: Service to local organizations, publish editorials about key issues in local papers.
- Communicate with state public policy leaders for consistent messaging.
- Provide a website link to contact legislatures.
- Attend the Equal Pay Day Rally in Harrisburg annually.
- Write and send postcards to legislators.

Area of Focus: Governance

Goal: Easton branch will have a succession plan in order to ensure a smooth transition.

Plan:

- Evaluations of the board as a whole, and board member self-evaluations will be performed annually.
- Each newly elected and appointed officer will be mentored throughout the year by her predecessor.
- Board and leadership positions are published annually in the Yearbook and are available to all members on our website.
- Exit interviews will be conducted at the time of evaluations.
- AAUW Funds will increase yearly by 5%.
- AAUW Easton will partner with local branches and organizations.

Area of Focus: Leadership

Goal: The Easton branch will strive to get competent people for branch offices.

Plan:

- A nominating committee of 3 members or more will be appointed and serve for 1-3 years. Nominations for elected offices will be sent to members 10 days prior to branch meeting.
- The nominating committee will seek new members.
- In the absence of a President, the by-laws state that a leadership team will be formed.
- Members of the board will attend the PA Summer Retreat and the AAUW-PA Annual Convention
- President/Co-presidents will participate in state meetings conducted by the PA State President in order to continue to align the mission with the state.

Area of Focus: Education

Goal: The Easton branch will generate funds for scholarships to encourage high school seniors to continue their education and to assist women whose education has been interrupted to finish their degrees. A scholarship will be presented to a woman in the STEM field as well.

Plan:

- Funds will be raised through annual Fundraising events. Past fundraisers include an Authors' Luncheon and other smaller events such as Poinsettia Sales.
- A scholarship committee will contact local high school guidance departments for applicants.
- The scholarship application process will be publicized in local and social media.
- The scholarship committee will accept applicants and review applications blindly and inform recipients of award.
- Awards will be presented at an award ceremony held each spring.
- The presentation of the scholarships will be publicized in the local newspapers and on social media.

Goal: The Easton branch will support local education efforts for individuals from Pre-K to college.

Plan:

- Organize and Participate in 4-6 sessions of the Let's Read Math™ summer program to build positive attitudes about Math.
- Include programs on education i.e supporting access to high-quality pre-k for all children, issues that arise in local schools and colleges.
- Participate in the annual local Community College outdoor Quadfest.
- Hold a Work Smart Event.