



AAUW Pennsylvania

STRATEGIC PLAN 2008-2010

Mission Statement:

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

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.

VISIBILITY GOAL: AAUW-PA will maximize its visibility.

ACTIONS: To increase community awareness of AAUW-PA, we will:

- Support the annual PA Governor's Conference for Women by publicizing it to state branches, joining the planning committee, and providing an AAUW speaker
- Promote the Gateway to Equity Award Program by reviewing the instructions and providing examples of previous awardees
- Support branches in the use of Capwiz for developing media contacts and publicizing events and award winners
- Foster grassroots, issue-based actions in support of our mission and priorities

PROGRAM GOAL: AAUW-PA will be recognized as a leader in promoting equity for women and girls.

ACTIONS: To develop and promote effective programming AAUW-PA will:

- Encourage local branch participation in events such as Equal Pay Day (April 28, 2009)
- Update and disseminate Leader-on-Loan offerings and brochure
- Host regional AAUW gatherings to facilitate members' exposure to the dynamic women of other AAUW branches
- Choose a specific public policy priority and work with community partners to promote it
- Utilize state website for sharing successful, replicable branch programs and projects and community outreach opportunities
- Provide members and branches with support and recognition for their mission-based efforts
- Coordinate with community organizations in PA for public policy events and workshops to advocate awareness of AAUW mission

MEMBERSHIP GOAL: AAUW-PA will strive to retain current members and recruit new members.

ACTIONS: To increase and retain membership while promoting diversity within the membership, AAUW-PA will:

- Provide increased support to branches, younger members, and student affiliates
- Advertise Emerging Leader Internships to all C/U members and branches
- Appoint two or three Emerging Leader Interns to [assist](#) the state board
- Consider new configurations of membership such as regional collaboration clusters
- Acknowledge struggling branches for achievement in STAR award areas

LEADERSHIP GOAL: AAUW-PA will be known as an organization that fosters leadership development.

ACTIONS: To develop community leaders, AAUW-PA will:

- Provide two scholarships to NCCWSL for PA women and encourage branches to do so
- Provide an annual leadership training
- Provide training in parliamentary procedures, website development, and technical writing for websites
- Encourage branches to continue to name an Outstanding Woman and an Emerging Star who exemplify AAUW leadership qualities each year

FUNDRAISING GOAL: AAUW-PA will increase financial support for the Educational Foundation (EF), Legal Advocacy Fund (LAF), and Leadership Training Institute (LTI).

ACTIONS: To increase branch and member awareness of the purpose and function of EF, LAF, and LTI, AAUW-PA will:

- Communicate EF, LAF and LTI updates to branches and members
- Promote giving to EF, LAF and LTI
- Disseminate information about the Legacy Circle campaign

OPERATIONS GOAL: Re-engineer AAUW-PA, consistent with Association changes, branch needs, and maximum efficiency.

ACTIONS: To communicate Association directives and seek to reduce costs, AAUW-PA will:

- Facilitate discussion of proposed Association bylaws changes and their implications for AAUW-PA through Conversations calls and Every-PA-Member survey; summarize the responses
- Lead and implement appropriate state governance changes
- Utilize alternative methods of communication such as conference calling and online meetings, as appropriate
- Continue efforts to reduce costs
- Review state strategic plan after July 1, 2009, including evaluation of the pilot biennial state meeting format
- Establish a formal plan for auditing financial records
- Update state website; keep it current, relevant, searchable, and user-friendly