

AAUW-PENNSYLVANIA STRATEGIC PLAN 2006-2008

MISSION STATEMENT: The American Association of University Women promotes equity for all women and girls, lifelong education and positive societal change.

For over a century, a commitment to equity and education has lead the focused efforts of the American Association of University Women (AAUW), Educational Foundation (EF), Legal Advocacy Fund (LAF), Leadership Training Institute (LTI) and AAUW-Pennsylvania (AAUW-PA) to develop opportunities that enable women and girls to participate fully in society.

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

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

1. Facilitate cooperation with organizations holding similar visions.
2. Encourage branches to present at least one educational program/project on political issues open to the public.
3. Increase program/project grants and impact awards.
4. Encourage branches to utilize the Leader-on-Loan program.
5. Create a list of branch programs to serve as a resource for other branches.
6. Familiarize branches with and encourage them to hold community programs, such as: Sister-to-Sister, Transitions, Tech-Check, Woman-to-Woman Dialogues and Signposts.

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

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

1. Continue the Emerging Star Award, Membership Grant Program, Shape the Future Campaign, and recognition of branch membership retention, and implement the Every Member Get a Member Campaign.
2. Revise the AAUW-PA membership brochure.
3. Provide a Younger Member function at the annual State Convention.
4. Develop a Tool Kit for the branch MVP's, to assist them in implementing diversity program projects and increase membership.
5. Begin a College/University Partnership outreach.
6. Send a monthly e-mail update to branch MVP's.
7. Establish regional branch president exchanges.

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

OBJECTIVE: To develop community leaders AAUW-PA will

1. Provide leadership training for branch leaders through an annual Leader's Meeting, providing resources to branch leaders, and posting information on the state website.
2. Encourage branches to continue to recognize an Outstanding Woman and Emerging Star from their branch each year that exemplifies AAUW leadership qualities.
3. Encourage inter-branch activities and communications by ensuring branches know what other branches are in their geographic region and providing ideas for joint programs.
4. Develop a specific plan to be used by branches to identify and foster future leaders in their respective branches.

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

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

1. Sponsor an annual fund-raising event at Conventions.
2. Communicate EF, LAF and LTI updates to branches and members.
3. Promote giving to EF, LAF and LTI.

VISIBILITY GOAL: AAUW-PA will maximize its visibility.

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

1. Develop and implement a state marketing/communications plan.
2. Publish a new image builder kit/media kit to give to each branch by spring 2007.
3. Participate and support the annual PA Governor's Conference for Women.
4. Collaborate with at least one new organization in Pennsylvania.
5. Continue Gateway to Equity Award Program and encourage branches to participate and increase participation by 10% each year.