

AAUW MO Strategic Plan 2017-2018

October 2017

AAUW Mission

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

Value Promise

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

Vision Statement

AAUW empowers all women and girls to reach their highest potential.

Key Areas for 2017-2018 include: (no particular order)

1. Expand Branch understanding of AAUW “Big Picture”

- Mission implementation
- Awareness of National / State projects
- Association with national and state leaders
- Share news from National with branches

2. Grow Membership

- Build and retain membership
- Attract student members
- Attract new retirees
- Recruit new members
- Target new retirees
- Target students at C/U schools
- Retain membership, particularly 1st & 2nd year members”

3. Branch support for programs and membership

- More members at state meetings
- Provide program ideas/themes from State on key AAUW issues
- Counterpart training for branch/state offices
- Develop exciting mission-based programs for the annual state conference to incentivize members to attend

4. Active advocacy for key Public Policy priorities as described in 2017-2019 brochure:

- Collaborations with like-minded groups

5. Effective and Timely Communications

- Increase outreach and communication from State to Branches
- Evaluate effectiveness of messages/information systems/newsletters

6. Engagement in Philanthropy

- Continue AAUW Fund education, including the importance of AAUW philanthropy
- Continue growth of MO Legacy Circle, Century Club and Century Club Plus

7. Utilization of National Research

- Improve dissemination of national research materials
- Promote AAUW research as meeting mission-based programs
- Find ways to tie research to branch and state programming

8. Impactful Inclusiveness

C/U Partners
Student involvement
Community Colleges
Advocacy Groups / Women’s Coalitions
Diversity

9. Leadership Development

State meetings (May 5, Columbia)
NCCWSL

PURPOSE OF STATE ORGANIZATION (no particular order)

1. Grow leaders / leadership training
2. Provide leadership, support, guidance . . . help branches improve
3. Maintain strong communications via a variety of formats
4. Speak with united voice on key issues
5. Increase visibility
6. Coordinate programs
7. Create strategic collaborations / networks
8. Build support for mission
9. Be link between branches and national

AAUW National Strategic Plan

Spring 2014-2018

Goal 1

AAUW’s premier-quality member service, community engagement, and multichannel communications foster a growing, global community of members, supporters, students, and others who advance the AAUW mission.

Goal 2

AAUW’s powerful advocacy voice helps achieve education and economic equity and civil rights for all women and girls.

Goal 3

AAUW’ expanding collaborative network uses mission-based programs and research to empower women with tools, training, and support they need to become strong leaders and effective advocates for women and girls.

Goal 4

AAUW’s strategic philanthropic efforts support AAUW programs that provide women and girls with opportunities for a lifetime of success.

Goal 5

AAUW’ sustainable fiscal strategies and dedicated stewardship meet current and future needs, address challenges, and capitalize on opportunities.

The AAUW Strategic Plan is a national model. States and branches are encouraged to embrace the goals and strategies, build their own plans, and determine how they can contribute to our shared organizational success within the parameters of their own resources and communities.

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