



AAUW Fort Atkinson 2022-2024 Strategic Plan

AAUW National's Strategic Plan: *Beyond Aspirations: Advancing Equity for Women and Girls*

Mission: To advance equity for women and girls through research, education, and advocacy.

Vision: Equity for all

Values: Nonpartisan, fact-based, integrity, inclusion, and intersectionality

Fort Atkinson Branch 2022 2024 Strategic Plan Committee: Kathy Marr, Vicki Wright, Maggie Winz

Strategy Focus Area: Education and Training

Addressing the barriers and implicit biases that hinder advancement of women.

Goals and Objectives	Strategy	Action Steps	Responsible Parties
Provide opportunities for area girls to learn about STEM careers	<ul style="list-style-type: none"> Tech Savvy Workshop at UW-Whitewater for girls in grades 6, 7, 8 Parallel workshops for parents 	<ul style="list-style-type: none"> Consult with UW-W on the feasibility of an in-person or virtual event in March 2022. Decision made to hold in person event. Contact presenters from canceled 2020 event and 2021 virtual event. Solicit new workshop presenters in all stem areas Solicit financial partnerships 	<ul style="list-style-type: none"> Fort Atkinson Branch Tech Savvy Committee Partner with Janesville Branch UW-W Chemistry and Biology Wisconsin engineering firms UW-W Office of Continuing Education/Career Center
Provide learning opportunities for girls and women in a wide area of personalized interest and needs on short notice	<ul style="list-style-type: none"> Provide one-time, moderate value grants for girls and women 	<ul style="list-style-type: none"> Notify area elementary, middle, and high schools of availability, as well as community colleges Notify community groups and organizations 	<ul style="list-style-type: none"> Grants for Gals Board of Directors AAUW Fort Atkinson Branch members.
Provide leadership training for college women	<ul style="list-style-type: none"> Provide a scholarship and transportation to one or two qualified women to each year's NCCWSL Conference 	<ul style="list-style-type: none"> Promote the NCCWSL Conference Actively recruit qualified individuals to nominate 	<ul style="list-style-type: none"> Co-Presidents Board of Directors Fort Atkinson Branch Members Webmaster <u>Branch Beat</u> Editor

Support local students with scholarships	<ul style="list-style-type: none"> • Offer scholarships to students graduating high schools in our members' communities • Offer Second Chance scholarships for women who have been out of school for a year but are going back to a secondary school 	<ul style="list-style-type: none"> • Earn money through the used book sale or other fundraisers • Publicize scholarship opportunities • Oversee Community Foundations to ensure criteria remains up-to-date 	<ul style="list-style-type: none"> • Scholarship committee • Book sale/fundraising committee • Fort Atkinson Community Foundation • Jefferson Community Foundation • High school guidance counselors
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Strategy Focus Area: Economic Security

Ensuring financial security for women.

Goals and Objectives	Strategy	Action Steps	Responsible Parties
Support AAUW-National goals: <ul style="list-style-type: none"> • Achieve pay equity for women by 2030 	<ul style="list-style-type: none"> • Encourage elected officials to support passing the Fair Pay Act • Increase public awareness of Women's Equal Pay Day 3/31/22 • Increase public awareness of Black Women's Equal Pay Day (summer 2022) 	<ul style="list-style-type: none"> • Sign up members, friends, and family for AAUW National's Action Network • Encourage members to become Two-Minute Activists • Public show of support for Fair Pay Act • Include information on pay equity in monthly <u>Branch Beat</u> • Raise awareness of Equal Pay Day and Black Women's Equal Pay Day in social media and other publicity venues 	<ul style="list-style-type: none"> • Public Policy chair • <u>Branch Beat</u> editor • Co-presidents • Diversity chair • PR Lead

Strategy Focus Area: Leadership

Closing the gender gap in leadership opportunities for women.

Goals and Objectives	Strategy	Action Steps	Responsible Parties
Participate in district and state meetings and events	<ul style="list-style-type: none"> Increase attendance at AAUW-WI Public Policy Day, District One annual meeting, state and regional conventions, etc. 	<ul style="list-style-type: none"> Announce and recruit attendees Train membership in webinar access to insure participation Organize viewing party for State Convention 	<ul style="list-style-type: none"> Co-Presidents Fort Atkinson AAUW Board <u>Branch Beat</u> Editor
Ensure all committees have chairpersons and a full slate of members	<ul style="list-style-type: none"> Raise expectations that every member should be involved 	<ul style="list-style-type: none"> Encourage and mentor members to use Zoom Recruit members for leadership roles/mentor if needed Assign committee chairs to write an article for the Branch Beat describing the duties of their committees Encourage each member participate in at least one or more committee 	<ul style="list-style-type: none"> Co-Presidents Fort Atkinson AAUW Board Membership committee Nomination committee/when formed Branch members <u>Branch Beat</u> Editor

Strategy Focus Area: Governance & Sustainability

Ensuring the strength, relevance, and viability of AAUW well into the future.

Goals and Objectives	Strategy	Action Steps	Responsible Parties
Align strategic plan and programming with the mission, vision, and values (MVV) of AAUW National	<ul style="list-style-type: none"> Maintain strategic plan (Dynamic document) 	<ul style="list-style-type: none"> Review periodically Keep membership informed of National AAUW goals and mission Align topics in branch programming with AAUW MVV Revise strategic plan in even numbered years Inform members on how programs and activities align with National AAUW goals and mission 	<ul style="list-style-type: none"> AAUW-Fort Atkinson Board <u>Branch Beat</u> Editor Program VP
Further develop branch structure	<ul style="list-style-type: none"> Identify job descriptions for leadership positions Identify committee responsibilities and calendar Maintain Bylaws and Branch Policies to assist decision making 	<ul style="list-style-type: none"> Maintain a handbook with current information for performing the duties of each officer and committee chair Assure that handbooks are transferred from outgoing officers and chairs to incoming Officers and chairs are responsible for keeping handbooks up to date Assure Bylaws and Branch Policies are updated annually 	<ul style="list-style-type: none"> AAUW-Fort Atkinson Board Co-Presidents Committee chairpersons

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Goals and Objectives	Strategy	Action Steps	Responsible Parties
Enhance financial sustainability by increasing and diversifying revenue	<ul style="list-style-type: none"> • Complement existing membership model to engage new audiences, increase membership • Enhanced emphasis on memberships growth and retention • Explore alternate and/or additional fundraising ideas 	<ul style="list-style-type: none"> • Examine the branch finances to identify strengths and weakness • Launch Fundraising Campaign for revenues to be used for Branch General Operations, programs, and mission of AAUW-National • Acknowledge donations with a thank you citing intended use • Realign budget to accommodate increased marketing efforts for membership growth 	<ul style="list-style-type: none"> • AAUW-Fort Atkinson Board • Co-Presidents • Finance VP • Book Sale Committee • Scholarship Committee • Communications chair • Membership Chair
Long-term membership goal: 60 members (30% growth) by 1/1/25	<ul style="list-style-type: none"> • Retain current members • Recruit new members across Jefferson County, parts of Walworth County • Target local institutions of higher learning with recruitment efforts • Diversify membership • Develop “talking points” for members to use when inviting prospective members • Recruit past members 	<ul style="list-style-type: none"> • Plan more Special Interest Activities • Reach out to current members to encourage involvement in branch activities and programs • Invite community women leaders and members of other organizations to attend meetings and activities • Conduct targeted membership drives • Invite members of diverse groups to attend meetings and activities • Utilize enhanced Public Relation tactics 	<ul style="list-style-type: none"> • Membership VP • Co-Presidents • Program VP • Branch members • Special Events Committee • PR Lead