



APPLETON (WI)
BRANCH

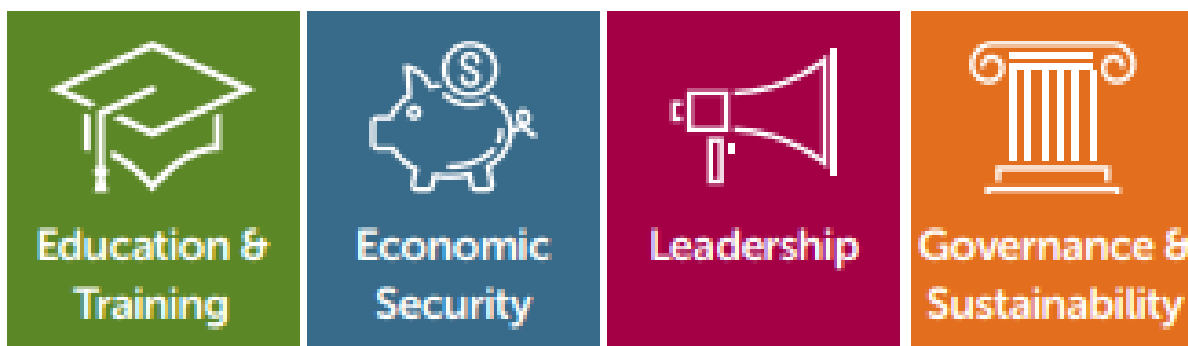
AAUW Appleton 2022 Strategic Plan

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



**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 with Oshkosh branch	<ul style="list-style-type: none">• STEM chair and committee conduct annual STEM workshop for girls	<ul style="list-style-type: none">• STEM chairs• UW Oshkosh
Support local students with scholarships	<ul style="list-style-type: none">• Offer scholarships to students from our members' communities who are completing associate's, bachelor's, graduate or professional degrees	<ul style="list-style-type: none">• Earn money through the used book sale or other fundraisers• Publicize scholarship opportunities	<ul style="list-style-type: none">• Book sale/fundraising committee• Communications chair



Strategy Focus Area: Economic Security

Ensuring financial security for women.

Goals and Objectives	Strategy	Action Steps	Responsible Parties
<p>Support AAUW-National goals:</p> <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 (late March/early April)● Increase public awareness of all Equal Pay Days - Black Women's, Asian, Latina, Native American, Mothers'.	<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● Raise awareness of Equal Pay Day and all other Women's Equal Pay Days in social media and other publicity venues	<ul style="list-style-type: none">● Public Policy chair● Communications chair● Diversity chair
<ul style="list-style-type: none">● Train young women in salary negotiations● Provide young women networking opportunities with our members and other professionals	<ul style="list-style-type: none">● Advertise the online course StartSmart by AAUW	<ul style="list-style-type: none">● Investigate the Start Smart workshop from AAUW https://salary.aauw.org/attend/	<ul style="list-style-type: none">● Communications chair



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 Five meetings, state and regional conventions, etc.	<ul style="list-style-type: none">● Announce and recruit attendees● Train membership in webinar access to insure participation	<ul style="list-style-type: none">● Appleton AAUW Board
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	<ul style="list-style-type: none">● Appleton AAUW Board● Membership committee● Nomination committee● Branch members



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 	<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 Appleton Board ● Program VP
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* ● Assure Bylaws and Branch Policies are updated annually 	<ul style="list-style-type: none"> ● AAUW Appleton Board ● President ● Committee chairpersons

continued

Goals and Objectives	Strategy	Action Steps	Responsible Parties
Maintain financial sustainability by increasing and diversifying revenue	<ul style="list-style-type: none"> ● Improve the branch financial health by aligning spending and earnings with strategic goals (directing earnings to most important goals – scholarships, STEM etc.) ● Continue arranging popular fundraisers 	<ul style="list-style-type: none"> ● Keep raising funds by book sale and events for revenues to be used for Branch General Operations, programs, and mission of AAUW-National 	<ul style="list-style-type: none"> ● AAUW Appleton Board ● Finance VP ● Book Sale Committee ● Communications chair
Membership increase and diversification	<ul style="list-style-type: none"> ● Retain current members ● Recruit new members across Fox Valley ● Target local institutions of higher learning with recruitment efforts ● Diversify membership Develop “talking points” for members to use when inviting prospective 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 ● Encourage members who are also involved in other community groups whose mission aligns with AAUW’s to look for opportunities for our 	<ul style="list-style-type: none"> ● Membership VP ● Program VP ● Social Justice Group ● Communications chair ● Branch members

		groups to collaborate and/or advocate together	
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