



CONNECTICUT AAUW STRATEGIC PLAN: 2007 – 2009

Overview

The Connecticut AAUW Strategic Plan: 2007 – 2009 was adopted at the Summer Retreat on July 28, 2007. It contains both a vision for our organization (Part A) and, for the first time, a list of goals and actions (Part B) by which we can measure our progress. It reflects our intention to be more closely aligned with the new Mission and Vision Statements and the Programmatic Theme adopted by the American Association of University Women over the past two years.

Background: The Strategic Process

Declining membership and revenues, lack of public awareness of the organization, members' lack of understanding of the mission, and lack of diversity among members were all factors threatening the survival of AAUW. The approach of our 125th anniversary provided the perfect opportunity for looking back on the founding of the organization – and its original mission –and for looking ahead to a viable and sustainable future in which our Legacy of Leadership would continue and grow. The Strategic Process: *Forecasting the Future* was to be the vehicle for change.

2005 – Equity is Still an Issue: Adoption of New Programmatic Theme

- At the 2005 Convention, AAUW – the Association, the Educational Foundation, the Legal Advocacy Fund, and the Leadership and Training Institute – commits to a focused, strategic alignment of programs with mission and adopts the theme *Education as the Gateway to Women's Economic Security*. The theme is the basis for programming, which is the clearest expression of mission.
- Programming focuses on promoting economic security across a woman's lifespan and in three contexts: on campus, in the workplace, and in the community.
- In every area, programming for equity is supported by four pillars: **education, research, advocacy, and philanthropy**.
- A Strategic Process is launched by the boards of AAUW and the AAUW Educational Foundation. Following data collection, analysis, and synthesis, a new and passionate view of the future of AAUW would evolve. The vision would honor our past and be grounded in our core values, and be aimed at creating a viable and sustainable future for our organization for many years to come.

2006 – New Mission and Vision Statements Adopted Jointly by Association and Educational Foundation Boards

- "AAUW advances equity for women and girls through advocacy, education and research."
- "AAUW will be a powerful advocate and visible leader in equity and education through research, philanthropy, and measurable change in critical areas impacting the lives of women and girls."

2007 – A Convention to Remember

- The 2007 Association Convention unanimously adopts new by-laws that will lead to a restructuring of the organization in its governance and finances and a commitment to a single, focused mission: Education and Equity for All Women and Girls.



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Part A: The Vision

AAUW/CT SUPPORTS THE ASSOCIATION BOARD'S VISION STATEMENT:

“AAUW will be a powerful advocate and visible leader in equity and education through research, philanthropy, and measurable change in critical areas impacting the lives of women and girls.”

AAUW/CT WILL ACTIVELY SUPPORT THE ASSOCIATION'S MISSION STATEMENT:

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

- Become a model state in supporting the Association's mission, initiatives, and programs
- Develop and implement mission-based programming at the state and branch level
- Align state public policy and advocacy priorities with Association public policy program
- Disseminate research findings widely and use released reports as the basis for publicity and programming initiatives
- Support community initiatives by branches
- Bring branches together in programming, membership, and diversity initiatives
- Collaborate with other organizations and groups to advance the Association's mission

AAUW/CT WILL PROMOTE, INCREASE, AND RETAIN MEMBERSHIP:

- Increase AAUW visibility at the local, state, and national levels
- Provide a welcoming environment
- Provide ongoing support to at-risk branches
- Recruit and retain branch members
- Main effective communication within the State organization, with the branches and individual members
- Increase member involvement in activities and projects that support the Association's mission and initiatives
- Assess interests and needs of prospective members and develop relevant programs and projects
- Recruit and retain College/University partners and student affiliate members

AAUW/CT WILL BECOME A MORE DIVERSE MULTICULTURAL AND INCLUSIVE ORGANIZATION:

“In principle and practice, AAUW values and seeks a diverse membership. There shall be no barriers to full participation in this organization on the basis of gender, race, creed, age, sexual orientation, national origin, disability, or class.”

- Undertake research, reflection, and self-study to uncover barriers to diversity and inclusivity
- Create programs and action plans that reflect diversity and that are relevant to a wide spectrum of prospective members
- Schedule meeting times and locations in consideration of the diversity of its current and prospective membership
- Collaborate with diverse organizations for branch and community programs.
- Make accommodations for members/prospective members who have financial barriers to membership
- Consider the needs of people with disabilities in planning and conducting meetings

AAUW/CT WILL PROMOTE LEADERSHIP DEVELOPMENT:

- Develop programs to support state and branch leaders
- Mentor new AAUW members as potential leaders
- Spotlight women of achievement as role models and mentors
- Sponsor student participation in the National Conference for College Women Student Leaders (NCCWSL) and other Leadership and Training Institute (LTI) activities.
- Collaborate with other statewide and community organizations and agencies to foster leadership development in women and girls

AAUW/CT WILL SUPPORT THE EDUCATIONAL FOUNDATION AND LEGAL ADVOCACY FUND:

- Encourage all CT AAUW branches to contribute annually to the Educational Foundation and the Legal Advocacy Fund at or above the level suggested by Association
- Encourage members to support special fundraising efforts such as the 125th Anniversary Campaign



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Part B: The Action Goals

FOCUS ON EQUITY MISSION: EDUCATION, ADVOCACY, RESEARCH AND PROGRAMMING

- State board/branches will begin each meeting with a reading of the vision and mission statements.
- State will present programs on pay equity in three regions of the state.
- Branches will have pay equity as the topic of at least one branch meeting.
- Branches will use the resources from AAUW and its website, such as Equal Pay Day and *Behind the Gender Pay Gap: Outreach and Programming Ideas* and AAUW Pay Equity Resource Kit, to develop and implement mission-based programming.
- State will order and distribute sample copies of research reports on women's economic security issues, such as *Behind the Pay Gap*.
- State/branches will disseminate research findings in some way: e.g. to colleges and university women's centers and women's studies programs, women's organizations, and/or local and state officials.
- Members will lobby, send e-mail, or write letters to encourage support for the Paycheck Fairness Act and other pay equity legislation and initiatives.
- Branch leaders will sign up for VoterEd@aauw.org online publications such as AAUW Action Network, Action Alert.
- Branches will reach out to each other when planning projects, programs and events.
- State/branches/members will celebrate Equal Pay Day in April with news releases and programs.
- State and branches will collaborate with other organizations such as the YWCA in establishing WAGE Clubs or in undertaking other pay equity community initiatives.

FOCUS ON MEMBERSHIP

- State will maintain all current branches.
- State will retain current C/U partners and add at least 5 new partners.
- Branches will maintain current members and increase membership by 5%.
- State will create and distribute membership cards for AAUW/CT members.
- State/branches will submit articles to the Nutmeg News, to local media, and to PR Chair.
- State/branches will schedule meetings at a variety of locations/times to allow for greater attendance.
- State will support at-risk branches by providing speakers, programs, and resources and by scheduling meetings in various regions.
- State/branches will survey target populations of prospective members to assess needs and interests.
- Branches will set membership goals, target prospective members, and plan programs accordingly
- Each member will invite one prospective member to one meeting or event during the year.
- State/branches will conduct orientation sessions for new members.
- State/branches will provide members with information on how dues are used.

FOCUS ON DIVERSITY AND INCLUSIVITY

- State/branches will include in each meeting one thought, quote, or activity that promotes understanding and acceptance of diversity.
- Members will spell out any AAUW acronym or abbreviation the first time it is spoken at a meeting or written in a document.
- Members will avoid use of AAUW acronyms in public discourse

- State will seek collaborations with state-wide or national organizations with diverse memberships.
- Branches will seek collaborations with local diverse groups and organizations
- State/branches will partner with community colleges and universities, women's organizations and advocacy groups on projects and programs of mutual interest.
- State/branches will pay registration fees and or dues for members who need financial help to join or maintain membership.
- State/branches will consider the needs of persons with disabilities, when planning all activities and events, selecting sites, and conducting meetings.

FOCUS ON LEADERSHIP

- State will provide on-going state and branch officer support, training and resources.
- State/branches will conduct new officer orientation workshops and programs.
- State leaders will recruit, train, and mentor branch leaders as potential state leaders.
- Branches will identify and mentor new leaders.
- State/branches/members will send to Nutmeg News editor and to State PR chair articles featuring women of achievement.
- State/branches will allocate funds to sponsor students to the National Conference for College Women Student Leaders (NCCWSL).
- .State/branch/members will make donations to the Leadership and Training Institute (LTI); support and encourage Campus and Community Action Projects; and serve as advisors to women's centers and other organizations supporting young women and girls.

FOCUS ON PHILANTHROPY

- State will increase contribution levels to both the Educational Foundation and the Legal Advocacy Fund by at least 5%.
- Branches will have one general meeting focusing on EF and LAF
- Branches will meet or exceed the previous state \$7 per member goal donation to EF
- Branches will meet or exceed the previous state \$5 per member goal donation to LAF