



American Association of University Women

Harrisburg Branch

Strategic Plan

Mission, Vision, and Values

The mission of the American Association of University Women is to advance gender equity for women and girls through research, education, and advocacy. Our vision is equity for all. These are supported through our values of nonpartisanship, fact-based, integrity, inclusion, and intersectionality.

Our goals fall under four major areas of focus.

Education and Training Goals

1. Engage with girls aged 11 to 18 in supporting educational activities, mentoring opportunities, and serve as a resource for networking.
 - a. Connect with organizations serving girls to offer support and to invite to Branch programs and activities.
 - b. Volunteer at local events that support girls such as the Girls World Expo and the Whitaker Center Girls' STEM programs.
2. Provide scholarships for local women to pursue post-secondary education.
 - a. Administer available Branch scholarships to eligible students.
 - b. Encourage membership support of scholarship funds
3. Foster member involvement in Branch Special Interest Groups to enhance personal and professional growth.
 - a. Encourage the development of Special Interest Groups to meet the needs of the membership.
 - b. Introduce new members to the Special Interest Group options available to them.
4. Support the Betty Sullivan Memorial Library at the Harrisburg YWCA to support homeless women.
 - a. Supply the material needs of the library through contributions by the membership.
 - b. Encourage volunteer opportunities for the membership to engage with this project.
5. Meet educational needs of the membership through diversity of programs, special interests, travel, and information dissemination.

- a. Provide a variety of speakers and topics for the Branch programs that are educational, informative, timely, and of interest to the public.
- b. Continue the Culture Vulture program to provide travel opportunities to educational sites.

Economic Security Goals

1. Promote and implement Work Smart program to the community at large.
 - a. Distribute Work Smart bookmarks at Branch and community activities
 - b. Advertise Work Smart on our website and Facebook page
 - c. Offer to assist with state-wide Work Smart initiatives
2. Promote the passage of Pay Equity legislation in Pennsylvania.
 - a. Educate the membership on active legislation and encourage civil engagement with legislatures
 - b. Inform candidates of the importance of Pay Equity and other legislation specific to women
 - c. Meet with legislatures concerning pay equity and other legislation specific to women
 - d. Distribute informational documents to members and community members
 - e. Add information to our webpage with links to current proposed legislation
3. Support economically disadvantaged women through philanthropy
 - a. Each month identify a charity to support through members contributions at Branch meetings.
 - b. Support the efforts at the Betty Sullivan Memorial Library
4. Champion for additions to the AAUW National's policy agenda
 - a. Advocate that national AAUW develop programs and policies around reproductive health.
 - b. Advocate that national AAUW develop programs and policies around affordable childcare.

Leadership Goals

1. Develop relationships with other associations within the community with common goals to support women.
 - a. Reach out to other organizations championing women's issues to develop relationships to support programs and share resources
2. Collect leadership history and experience of the membership to identify expertise.
 - a. Create a database to capture member career history, leadership positions, unique experiences, skills and passions, and other relevant information.

3. Develop leadership skills among the membership at large
 - a. Use the Board of Directors to identify members, who with mentoring and education, are prepared to take on leadership positions at the Branch
4. Develop continuity of leadership and transition support for new Board members
 - a. Develop complete job descriptions and activity calendar for each Board and Committee chair position
 - b. Schedule face-to-face meetings with incoming and outgoing leadership teams to support knowledge transfer and document sharing

Governance and Sustainability Goals

1. Develop a Branch fund raising strategy
 - a. Examine the possibilities of external financial support and sponsorships to support our mission
 - b. Support AAUW Greatest Needs Fund
 - c. Support Branch scholarships to ensure their sustainability
 - d. Monitor and control Branch administrative expenses, program costs, and philanthropic contributions through discerning fiscal planning
2. Enhance Branch public image and exposure through social media
 - a. Create Branch Linked-In group
 - b. Develop media presentations for Branch activities
 - c. Explore creation of Meet-Up group
 - d. Update webpage with more contemporary appearance, information, and services
 - e. More fully utilize Branch's Facebook page
3. Build community both within and outside of the Branch
 - a. Develop service-oriented activities to engage members and support the community
 - b. Investigate local college partnerships
 - c. Develop network of organizations with similar commitments to women's equity
4. Increase membership numbers and diversity
 - a. Invite diverse groups to Branch programs to engage with AAUW
5. Develop sponsored memberships
 - a. Annually support up to five sponsored memberships to develop membership diversity
6. Explore Board restructuring to support the Strategic Plan
 - a. Update the Bylaws, if necessary, to reflect Board of Directors' composition, responsibilities, and terms of service