

AAUW Strategic Plan

GOAL #1: AAUW will be highly regarded for our commitment to exemplary member relations, dues value, and resulting member satisfaction.

INDICATORS OF SUCCESS:

1. AAUW's diverse membership includes women and men of all ages and lifestyles and keeps AAUW vital at all levels of engagement.
2. People who join AAUW stay connected because AAUW membership is defined by demographics, interest, education, and expectation of membership.
3. Members and donors contribute to AAUW through time, talent, and philanthropy.

STRATEGIES

- AAUW expands our identity as the leading national organization for advocates of women's equity.
- AAUW commits to and supports a thriving grassroots membership structure.
- AAUW invests in social and new media outreach vehicles for recruitment, retention, and organizational visibility.
- AAUW members and donors receive valuable, meaningful, and practical benefits.

GOAL #2: AAUW will amplify our advocacy voice to achieve educational and economic equity for all women and girls.

INDICATORS OF SUCCESS:

1. AAUW consistently selects contemporary, high-impact areas for the Public Policy Program on matters affecting the lives of women and girls.
2. AAUW is sought out for our research, technical assistance, coalitions, and funding in support of these high-impact areas.
3. AAUW reviews and tracks progress in high-impact policy areas on an annual basis and over time.

STRATEGIES

- AAUW engages in ongoing legislative, regulatory, and grassroots advocacy that results in public policies, research, and community awareness that improve the lives of women and girls.
- AAUW works with coalition partners and stakeholders, inspiring and supporting them to take meaningful action in matters affecting equity and education for women.
- AAUW conducts research that may provide evidence-based data for policy and advocacy programmatic activities that promote equity and equal opportunity for women in all areas of society.

GOAL #3: AAUW will engage and motivate leaders in our schools, workplaces, and communities to break through educational and economic barriers affecting women and girls.

INDICATORS OF SUCCESS:

1. AAUW's leadership connects a wide range of programs focused on members and donors and on policy makers, employers, and educators.
2. AAUW addresses contemporary and high-impact areas.
3. The long-term effects of AAUW programming are increased membership, branch engagement, giving, and philanthropy.

STRATEGIES

- AAUW provides and publicizes a continuum of creative and innovative mission-based programming that engages and motivates women and girls, members, and donors to seek leadership and professional growth.
- AAUW provides continuous learning that inspires members, donors, and others to service, action, philanthropy, and leadership.
- AAUW ensures the evolution of mission-based programs as successes and challenges arise.
- AAUW works with other organizations to develop a greater capacity for meeting our mission-based programming goals.

GOAL #4: AAUW will target our philanthropic efforts to support programs that provide women and girls with opportunities for a lifetime of success.

INDICATORS OF SUCCESS:

1. AAUW becomes known for our fundraising and philanthropy and the impact our giving has on the issues critical to AAUW's mission.
2. AAUW is distinguished from other women's organizations because, in addition to advocacy, membership, and programs, we have the philanthropic means to break through barriers.
3. AAUW educates and inspires women about their own economic power and how to use philanthropy to advance AAUW's mission.

STRATEGIES

- AAUW raises and distributes funds for educational fellowships, grants, and programming to support advocacy, research, leadership development, and programs that break through educational and economic barriers affecting women.
- AAUW strategically targets and supports new directions in research on women and girls.
- AAUW is the trusted beneficiary of choice for giving from members, donors, partners, and other funding sources.

GOAL #5: AAUW will have a sound fiscal strategy and dedicated stewardship to meet current and projected needs, address challenges, and capitalize on opportunities.

INDICATORS OF SUCCESS:

1. AAUW financial resources are effectively managed, additional resources are identified to further the mission, and return on investment is assessed relative to mission goals.
2. AAUW board service attracts diverse, influential leadership from across a broad spectrum.
3. AAUW attracts and retains a high-caliber professional team and is a nonprofit employer of choice.

STRATEGIES

- AAUW cultivates support and utilizes internal and external resources to identify and respond to the opportunities and barriers of tomorrow.
- AAUW exercises the highest level of fiduciary care in all operations.
- AAUW practices transparency and accountability and encourages shared ownership of our organizational mission and goals.
- AAUW develops and implements association and management best practices.