



AAUW-NYS STRATEGIC PLAN 2019-2020

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

Vision: Equity for all

Values: Nonpartisan. Fact-based. Integrity. Inclusion and Intersectionality.

Leadership-Develop leadership in community at the branch and state levels

Goal A: Mentoring Conference calls once per quarter by a State Leader in the months of September, December, March and June

Goal B: Encourage attendance at State Sponsored Events

Goal C: Enhance communication between AAUW-NYS and all members in NYS by instituting the Board to Board e-letter which will be sent out monthly

Membership-Increase membership thru recruitment and retention

Goal A: Maintain 90% retention for each branch through personal contacts of members

Goal B: Create buddy system for involvement of activities and programs

Goal C: Plan programs/activities that are open to the community

Development-Economic Security-Educate members and public about the Funds Program

Goal A: Designate an executive committee member to provide education training to members about AAUW Funds

Goal B: Increase donations by 5 percent to AAUW National

Public Policy-Encourage each branch to work on a public policy issue based upon the priorities for 2019-2020

Goal A: Develop a statewide public policy committee that meets three times a year

Goal B: Present program on issues followed by discussion of action steps

Goal C: Organize a State Lobby Day by April 2021

Program-Enhance programming by reaching out to new and existing community organizations to collaborate on programs

Goal A: Plan/organize collaboration meetings to introduce community group members to one another (how often)

Goal B: Plan quarterly programming meetings with branches via conference calls