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**AAUW Monona/Madison Branch 2023-2026 Strategic Plan**

**AAUW National’s Strategic Plan: *Beyond Aspirations: Advancing Equity for Women and Girls***

**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

**2023 – 2026 Strategic Plan Committee:** Donna Anderson, Kleo Baruth Kritz, Pat Ruppert, Liz Senseman, and

 Gail Stirr



(Revised 10/22/2023)

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| **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** |
| Support local women high school students annually with scholarships | * Offer two $1000 scholarships to graduating female students pursuing higher education at a 4-year institution
 | * Earn funds through book sales, donations, and other fundraisers
 | * Scholarship chair to coordinate with high school counselors and to be present at awards ceremony
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| Support Odyssey Project at UW-Madison annually, the goal of which is to encourage students in their pursuit of college degrees, professional certificates, and enrichment. Students must have financial need (income near poverty level) | * Support Odyssey by contributing to the Friends of Odyssey Family Fund, which helps families of participants with living expenses and unanticipated emergencies
* Offer two $500 scholarships to Odyssey students
* Provide a meal to class of Odyssey students in recognition of their efforts and as a sign of support and encouragement
 | * Fund the award through book sales, donations, and other fundraisers
* Support the meal with member donations
 | * The Odyssey Project at the UW-Madison is responsible for distributing the funds
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| Support a single parent undergraduate student annually at UW-Madison  | * Offer a $2000 scholarship for a qualifying student
 | * Fund the scholarship through the Fund for Excellence (a newly partially, endowed fund in 2022) and increase this fund through book sales, donations, and other fundraisers
 | * Division of Continuing Studies at UW-Madison selects the recipient
* Scholarship chair is responsible for ensuring funds are available

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| Support returning non-traditional students at UW-Madison annually who are graduating and who overcame life obstacles to complete their undergraduate education | * Contribute to these annual awards, which go to 6 to 7 students and range from $200 to $1000 each
 | * Fund the awards contribution through the Swenson-Rosenberry Fund (an endowed fund)
 | * Scholarship chair to participate in selection of awardees
* Division of Continuing Education at UW-Madison to organize program and recruit potential recipients
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| Support women with post-graduate work with grants and fellowships | * Award Career Development grants to qualifying students
* Budget annual donation to AAUW Greatest Needs Funds
 | * Fund through two endowed funds: #1374 Madison Branch Research and Projects Fund and #1569 Monona Branch 25th Anniversary Fund
* Donate funds to the Greatest Needs Fund through individual donations, book sales, and other fundraisers
 | * These grants and fellowships are administered at National AAUW
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| Support women doctoral students at UW-Madison annually in the fields of History and Communication Arts (Funds in Communication Arts are awarded as “extras” e.g.travel assistance, conference fees, to assist them in their PhD pursuits.) | * Award funds to qualifying students
 | * History Award is funded through the Martha L. Edwards History Scholarship for Women (an endowed fund)
* The Communication Arts funds are derived from the Elizabeth Risser Warner Fellowship in Communication Arts (an endowed fund)
 | * Recipients are selected by the UW-Madison Departments of History and Communication Arts, respectively
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| **Strategy Focus Area: Economic Security**Ensuring financial security for women |
| **Goals and Objectives** | **Strategy** | **Action Steps** | **Responsible Parties** |
| Support AAUW-National goals to champion pay equity  | * 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 Black Women’s Equal Pay Day (summer)
 | * Sign up members, friends, and family for AAUW National’s Action Network
* Encourage members to become Two-Minute Activists
* Include information on pay equity in *Scope*
* Raise awareness of Equal Pay Day and Black Women’s Equal Pay Day in social media and other publicity venues
 | * Monona/Madison AAUW Board
* Public Policy Chair
* *Scope* editor
* Web editor
* Diversity chair
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| Promote financial security for women including training women in salary negotiations.  | * Communicate to women how to improve their salaries
* Schedule programs at the general meetings that explore economicequity for women and promote financial security for women

  | * Schedule at least one AAUW program per year that deals with women’s economic equity and financial security
* Encourage members to complete the Work Smart workshop from AAUW and encourage others to do so<https://salary.aauw.org/attend/>
* Have Work Smart link on Monona/Madison website

<https://monona-madison-wi.aauw.net>  | * Monona/Madison AAUW Board
* Program VP
* *Scope* editor
* Web editor
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| **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  | * Increase attendance at District One annual meeting, state and regional conventions, etc.
 | * Announce events and recruit attendees
* Train membership in webinar access to insure participation
 | * Monona/Madison AAUW Board
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| Ensure all committees have chairpersons and a full slate of members | * Raise expectations that every member should be involved
 | * Encourage and mentor members to use Zoom
* Recruit members for leadership roles
* Encourage each member to participate in at least one committee or hospitality event.
 | * Monona/Madison AAUW Board
* Membership committee
* Nomination committee
* Branch members
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| Support young women in developing their leadership skills | * Nominate young college women for National Conference for College Women Student Leaders (NCCWSL)
* Offer a $1000 scholarship for a qualifying student
 | * Distribute information describing NCCWSL to local colleges and college instructors/ women with contacts
 | * Monona/Madison AAUW Board
* Branch members
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| **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 of AAUW National | * Maintain strategic plan
 | * Keep membership informed of National AAUW goals and mission
* Align topics in branch programming with AAUW mission, vision, and values
* Reassess and review strategic plan every three years
* Inform members about how programs and activities align with National AAUW goals and mission
 | * AAUW-Monona/Madison Board
* Program VP
* Web editor
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| Develop branch structure | * Identify job descriptions for leadership positions
* Identify committee responsibilities
* Maintain Bylaws and Branch Policies to assist decision making
 | * Maintain a Job Description Handbook on our website with current information for performing the duties of each officer and committee chair
* Have all officers/chairs update their job descriptions at end of year with date posted at end of each description
* Have web editor update on Monona/Madison website
* Assure Bylaws and Branch Policies are updated annually
 | * AAUW-Monona/Madison Board
* Co-presidents
* Committee chairpersons
* Web editor
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| **Goals and Objectives** | **Strategy** | **Action Steps** | **Responsible Parties** |
| Strengthen existing revenue-generating events to ensure that they can sustain intended levels of scholarship support | * Address financial health during the annual budget review process by aligning spending and earnings with strategic goals
* Explore feasibility of a comprehensive campaign underpinning our strategic goals
* Complement existing membership model to engage new audiences, increase donor populations, and achieve greater impact through partnerships
 | * Review branch finances annually in the context of budget development, considering donation goals and operations expenses
* Consider launching a fundraising campaign for revenues to be used for Branch General Operations, programs, and mission of AAUW-National (distinct from fundraising for scholarships)
* Encourage electronic payment for membership dues, offering training if members wish
* Acknowledge donations with a thank you citing intended use
 | * AAUW-Monona/Madison Board
* Finance Officer
* Book Sale Committee
* Scholarship Committee
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| Sustain current level of membership and increase diversity in our branch | * Retain current members
* Recruit new members across Dane County
* Target faculty & staff at local institutions of higher learning with recruitment efforts
* Explore higher education’s multiple organizations for Women in Science, Technology, Engineering, Mathematics, and Medicine
* Diversify membership and develop “talking points” for members to use when inviting prospective members
 | * Plan more Special Interest Activities
* Reach out to current members to encourage involvement in branch activities and programs
* Invite women faculty & staff from area institutions of higher learning (*e.g.* UW-Madison, Edgewood College, Madison College) and from STEM-supportive organizations to attend meetings—as speakers, and/or to discuss how AAUW supports women students; explore options for joint programs and/or partnerships in developing supportive avenues for young women in STEM
* Invite community women leaders and members of diverse organizations and groups to attend meetings and activities
* Conduct targeted

membership drives | * Membership VP
* Program VP
* Social Committee
* Communications chair
* Branch members
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