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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 |
| 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 |
| 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   . |
| 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 |
| 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 |
| 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 |
| 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 |