



AAUW Janesville Branch – 2018 Strategic Plan

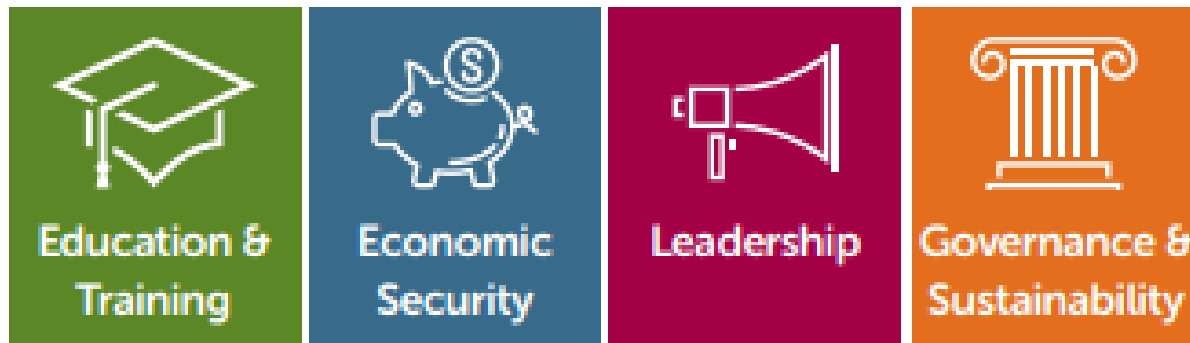
AAUW National's New Strategic Plan: *Beyond Aspirations: Advancing Equity for Women and Girls*

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

2018 Strategic Plan Committee: Diane Adams, Nancy Arnold, Leslie Brunsell, Vickie Damron, Janet Dow, Paula Flaherty, Jane McBride, Nancy Moskal, Pat Phillips, Carole Salinas, Melody Wachter



(revised 8/29/18)



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
Provide opportunities for area girls to learn about STEM careers	<ul style="list-style-type: none"> • AAUW Tech Savvy Program 	<ul style="list-style-type: none"> • Attend January meeting with Fort Atkinson Branch • Vote to approve co-hosting the event • Form committees and create a plan of action 	<ul style="list-style-type: none"> • Janesville Branch • Fort Atkinson Branch • State Technology Innovation Coordinator • UW-Whitewater Science Outreach Coordinator
Provide opportunities for area girls to learn about personal safety and sexual harassment	<ul style="list-style-type: none"> • Stay Safe programs at local schools 	<ul style="list-style-type: none"> • Contact high schools to set dates and form committees 	<ul style="list-style-type: none"> • Stay Safe committee • Local schools • Janesville PD
Support local students with scholarships	<ul style="list-style-type: none"> • Offer scholarships to high schools in the communities where members reside • Offer Project Renew Scholarships to women returning to education 	<ul style="list-style-type: none"> • Earn money through the book sale. • Announce scholarship opportunities 	<ul style="list-style-type: none"> • Scholarship committee • Book sale committee • School guidance counselors • UW-Whitewater-Rock Co. • Blackhawk Tech



Strategy Focus Area: Economic Security
Ensuring livelihoods for women.

Goals and Objectives	Strategy	Action Steps	Responsible Parties
Support AAUW national goals: <ul style="list-style-type: none"> • Train women in salary negotiations • Achieve pay equity by 2030 • Improve workplace culture to advance the gender equity 	<ul style="list-style-type: none"> • Consider organizing a salary-negotiations (Start Smart) workshop for UW-W, UW-RC, Beloit College, Blackhawk Tech, YWCA 	<ul style="list-style-type: none"> • Investigate the Start Smart workshop from AAUW • https://salary.aauw.org/attend/ • Engage an HR person to help run the workshop • Engage with colleges to co-sponsor 	<ul style="list-style-type: none"> • Committee to be formed
Keep members informed of current topics in personal economics	<ul style="list-style-type: none"> • Include economic information/resources for members 	<ul style="list-style-type: none"> • Include news in the Impact • Program in 2019-20 (Social Security, investments, etc.) • Note Equal Pay Day 	<ul style="list-style-type: none"> • Program committee • Impact editors

**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	<ul style="list-style-type: none">• Increase attendance at Policy Days, 1st District meetings, and State convention, etc.	<ul style="list-style-type: none">• Announce and recruit	<ul style="list-style-type: none">• Janesville AAUW Board
Ensure all committees and Special Interest Groups have chairpersons and a full slate of members	<ul style="list-style-type: none">• Raise expectations that everyone should be involved	<ul style="list-style-type: none">• Recruit members for leadership roles	<ul style="list-style-type: none">• Janesville AAUW Board• Membership committee• Membership



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	<ul style="list-style-type: none"> Maintain strategic plan 	<ul style="list-style-type: none"> Review periodically Keep membership informed of National AAUW goals and mission Include related topics in branch programming 	<ul style="list-style-type: none"> Janesville AAUW Board Program committee
Develop branch structure	<ul style="list-style-type: none"> Identify job descriptions for leadership positions Identify committee responsibilities and calendar 	<ul style="list-style-type: none"> Produce binders with information for each Chairpersons responsible for keeping binders up-to-date 	<ul style="list-style-type: none"> Co-presidents Committee chairpersons
Long-term membership goal: 100 members by our 100th anniversary (April 2023)	<ul style="list-style-type: none"> Retain current members Recruit new members Diversify membership 	<ul style="list-style-type: none"> Grow Special Interest Groups Invite women in leadership roles in our community to attend meetings/activities Targeted membership drives Reach out to local minority groups 	<ul style="list-style-type: none"> Membership committee General membership