



## AAUW Janesville Branch 2020–2022 Strategic Plan

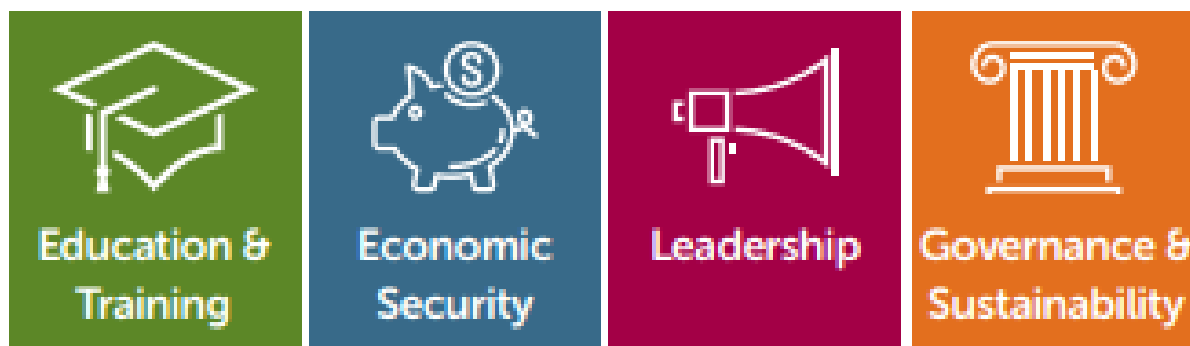
AAUW National's Strategic Plan: *Beyond Aspirations: Advancing Equity for Women and Girls*

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

**Vision:** Equity for all

**Values:** Nonpartisan, fact-based, integrity, inclusion, and intersectionality

**2020 – 2022 Strategic Plan Committee:** Nancy Arnold, Leslie Brunsell, Paula Flaherty, Nancy Moskal, Ann Petersen, Lisa Peterson, Pat Phillips, Carole Salinas, and Wendy Tupper



(Revised 10/11/2020)



**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"> <li>Tech Savvy Workshop at UW-Whitewater</li> </ul>  | <ul style="list-style-type: none"> <li>Consult with UW-W on the feasibility of an in-person or virtual event in March 2021</li> <li>Contact presenters from canceled 2020 event</li> <li>Solicit financial partnerships if necessary</li> </ul> | <ul style="list-style-type: none"> <li>STEM chairs</li> <li>Janesville Branch</li> <li>Fort Atkinson Branch</li> <li>UW-W Chemistry professor, J. Bonjour</li> <li>UW-W Office of Continuing Education</li> </ul>  |
| Provide opportunities for area girls to learn about personal safety related to violence and all forms of harassment | <ul style="list-style-type: none"> <li>Stay Safe programs at local high schools</li> </ul>  | <ul style="list-style-type: none"> <li>Contact high schools to set dates and form committees (when COVID-health issues allow)</li> </ul>  | <ul style="list-style-type: none"> <li>Stay Safe committee</li> <li>Local high schools</li> <li>Janesville Police Dept.</li> </ul>   |
| Support local students with scholarships  | <ul style="list-style-type: none"> <li>Offer scholarships to students attending high schools in our members' communities</li> <li>Offer Project Renew Scholarships to women 25+ years of age pursuing higher education</li> </ul> | <ul style="list-style-type: none"> <li>Earn money through the used book sale or other fundraisers</li> <li>Publicize scholarship opportunities</li> <li>Develop - selection criteria to differentiate candidates</li> </ul>                     | <ul style="list-style-type: none"> <li>Scholarship committee</li> <li>Book sale/fundraising committee</li> <li>Communications chair</li> <li>High school guidance counselors</li> <li>UW-Whitewater</li> <li>UW-Whitewater-Rock County</li> <li>Blackhawk Tech. College</li> </ul> |
| Support local students with recognition   | <ul style="list-style-type: none"> <li>Present Student of the Month certificates to local high school students</li> </ul>   | <ul style="list-style-type: none"> <li>Develop selection criteria</li> <li>Recognize students in various media outlets</li> </ul>   | <ul style="list-style-type: none"> <li>Student of the Month committee chair</li> <li>Communications chair</li> </ul>   |



**Strategy Focus Area: Economic Security**  
Ensuring financial security for women.

| Goals and Objectives  | Strategy  | Action Steps   | Responsible Parties   |
|---|---|--|---|
| Support AAUW-National goals: <ul style="list-style-type: none"> <li>Achieve pay equity for women by 2030</li> </ul>   | <ul style="list-style-type: none"> <li>Encourage elected officials to support passing the Fair Pay Act</li> <li>Increase public awareness of Women’s Equal Pay Day (late March/early April)</li> <li>Increase public awareness of Black Women’s Equal Pay Day (summer)</li> </ul> | <ul style="list-style-type: none"> <li>Sign up members, friends, and family for AAUW National’s Action Network</li> <li>Encourage members to become Two-Minute Activists</li> <li>Public show of support for Fair Pay Act</li> <li>Include information on pay equity in monthly <i>Impacts</i></li> <li>Raise awareness of Equal Pay Day and Black Women’s Equal Pay Day in social media and other publicity venues</li> </ul> | <ul style="list-style-type: none"> <li>Public Policy chair</li> <li>Communications chair</li> <li><i>Impact</i> editor</li> <li>Co-presidents</li> <li>Diversity chair</li> <li>Diversity Action Team of Rock County (Black Women’s Equal Pay Day)</li> </ul> |
| <ul style="list-style-type: none"> <li>Train young women in salary negotiations</li> <li>Provide young women networking opportunities with our members and other professionals</li> </ul> | <ul style="list-style-type: none"> <li>Organize a Start Smart workshop at UW-W, UW-W at Rock Co., BTC, or YWCA (when COVID-health issues allow)</li> </ul>  | <ul style="list-style-type: none"> <li>Investigate the Start Smart workshop from AAUW <a href="https://salary.aauw.org/attend/">https://salary.aauw.org/attend/</a></li> <li>Engage an HR person to help run the workshop</li> <li>Collaborate with colleges/schools to co-sponsor</li> </ul>  | <ul style="list-style-type: none"> <li>AAUW-Janesville Board</li> <li>Form a committee</li> <li>Communications chair</li> <li><i>Impact</i> editor</li> </ul>   |

**Strategy Focus Area: Leadership**

Closing the gender gap in leadership opportunities for women.

| <b>Goals and Objectives</b>   | <b>Strategy</b>   | <b>Action Steps</b>  | <b>Responsible Parties</b>   |
|---|---|--|--|
| Participate in district and state meetings and events               | <ul style="list-style-type: none"><li>• Increase attendance at AAUW-WI Public Policy Day, District One annual meeting, state and regional conventions, etc.</li></ul> | <ul style="list-style-type: none"><li>• Announce and recruit attendees</li><li>• Train membership in webinar access to insure participation</li></ul>  | <ul style="list-style-type: none"><li>• Janesville AAUW Board</li></ul>  |
| Ensure all committees have chairpersons and a full slate of members | <ul style="list-style-type: none"><li>• Raise expectations that every member should be involved</li></ul>   | <ul style="list-style-type: none"><li>• Encourage and mentor members to use Zoom</li><li>• Recruit members for leadership roles</li><li>• Assign committee chairs to write an article for the <i>Impact</i> describing the duties of their committees</li><li>• Request that each member participate in at least one committee</li></ul> | <ul style="list-style-type: none"><li>• Janesville AAUW Board</li><li>• Membership committee</li><li>• Nomination committee</li><li>• Branch members</li></ul> |



**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 (MVV) of AAUW National | <ul style="list-style-type: none"> <li>Maintain strategic plan</li> </ul>   | <ul style="list-style-type: none"> <li>Review periodically</li> <li>Keep membership informed of National AAUW goals and mission</li> <li>Align topics in branch programming with AAUW MVV</li> <li>Revise strategic plan in even numbered years</li> <li>Inform members on how programs and activities align with National AAUW goals and mission</li> </ul>  | <ul style="list-style-type: none"> <li>AAUW-Janesville Board</li> <li>Program VP</li> </ul>                                    |
| Develop branch structure   | <ul style="list-style-type: none"> <li>Identify job descriptions for leadership positions</li> <li>Identify committee responsibilities and calendar</li> <li>Maintain Bylaws and Branch Policies to assist decision making</li> </ul> | <ul style="list-style-type: none"> <li>Maintain a handbook with current information for performing the duties of each officer and committee chair</li> <li>Assure that handbooks are transferred from outgoing officers and chairs to incoming</li> <li>Officers and chairs are responsible for keeping handbooks up to date</li> <li>Assure Bylaws and Branch Policies are updated annually</li> </ul> | <ul style="list-style-type: none"> <li>AAUW-Janesville Board</li> <li>Co-presidents</li> <li>Committee chairpersons</li> </ul> |
|  |   |   |  |

continued

| Goals and Objectives   | Strategy  | Action Steps  | Responsible Parties   |
|--|---|---|---|
| Enhance financial sustainability by increasing and diversifying revenue      | <ul style="list-style-type: none"> <li>• Explore feasibility of a comprehensive campaign underpinning our strategic goals</li> <li>• Complement existing membership model to engage new audiences, increase donor populations, and achieve greater impact through partnerships</li> <li>• Improve the branch financial health by aligning spending and earnings with strategic goals</li> </ul> | <ul style="list-style-type: none"> <li>• Examine the branch finances to identify strengths and weakness</li> <li>• Launch Fundraising Campaign for revenues to be used for Branch General Operations, programs, and mission of AAUW-National</li> <li>• Assess feasibility of electronic payment for membership dues and donations</li> <li>• Acknowledge donations with a thank you citing intended use</li> </ul>                     | <ul style="list-style-type: none"> <li>• AAUW-Janesville Board</li> <li>• Finance VP</li> <li>• Book Sale Committee</li> <li>• Scholarship Committee</li> <li>• Communications chair</li> </ul> |
| Long-term membership goal: 100 members by our 100th anniversary (April 2023) | <ul style="list-style-type: none"> <li>• Retain current members</li> <li>• Recruit new members across Rock County</li> <li>• Target local institutions of higher learning with recruitment efforts</li> <li>• Diversify membership Develop “talking points” for members to use when inviting prospective members</li> </ul>   | <ul style="list-style-type: none"> <li>• Plan more Special Interest Activities</li> <li>• Reach out to current members to encourage involvement in branch activities and programs</li> <li>• Invite community women leaders and members of other organizations to attend meetings and activities</li> <li>• Conduct targeted membership drives</li> <li>• Invite members of diverse groups to attend meetings and activities</li> </ul> | <ul style="list-style-type: none"> <li>• Membership VP</li> <li>• Program VP</li> <li>• Social Committee</li> <li>• Communications chair</li> <li>• Branch members</li> </ul>                   |