



## AAUW Janesville Branch 2022–2026 Strategic Plan

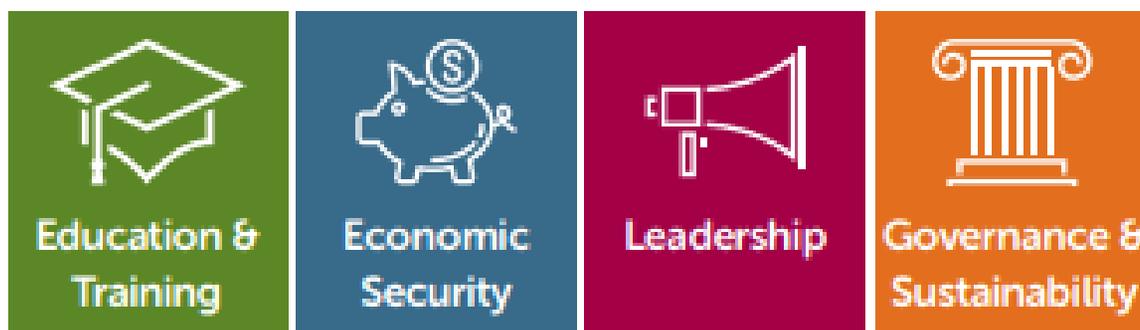
AAUW National's Strategic Plan: *Beyond Aspirations: Advancing Equity for Women and Girls*

**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

**2022 – 2026 Strategic Plan Committee:** Faye Andrews, Nancy Arnold, Ann Berger, Leslie Brunsell, Janet Dow, Pat Logterman, Nancy Moskal, Ann Petersen, Pat Phillips, Carole Salinas, and Wendy Tupper



(Revised 9/4/2022)



**Strategy Focus Area: Education and Training**

Addressing the barriers and implicit biases that hinder advancement of women.

<b>Goals and Objectives</b>	<b>Strategy</b>	<b>Action Steps</b>	<b>Responsible Parties</b>
Support local students with scholarships	<ul style="list-style-type: none"> <li>• Offer scholarships for high school graduates in our members' communities</li> <li>• Offer Project Renew Scholarships to women who are at least one year out of high school</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>• Refine the selection criteria to differentiate candidates</li> <li>• Develop contacts at tech schools and colleges to publicize the Project Renew scholarship</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 counselors</li> <li>• UW–Whitewater</li> <li>• UW–Whitewater-Rock County</li> <li>• Blackhawk Tech College</li> </ul>
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 to establish a date for an in-person event</li> <li>• Contact presenters</li> <li>• Solicit financial partnerships</li> <li>• Build partnerships with area schools</li> <li>• Publicize event</li> </ul>	<ul style="list-style-type: none"> <li>• STEM chairs</li> <li>• Janesville Branch</li> <li>• Fort Atkinson Branch</li> <li>• Monona/Madison Branch</li> <li>• UW–W faculty/staff</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 determine if there is an interest</li> <li>• Set dates and form committees</li> <li>• Consider offering this event every other year</li> </ul>	<ul style="list-style-type: none"> <li>• Stay Safe committee</li> <li>• Local high schools</li> <li>• Janesville Police Dept.</li> </ul>
Educate our members on the use of AAUW National's online tools	<ul style="list-style-type: none"> <li>• Action Network</li> <li>• Two-Minute Activist</li> <li>• DE&amp;I Toolkit</li> </ul>	<ul style="list-style-type: none"> <li>• Present information about Action Network and DE&amp;I Toolkit at branch business meetings, <i>Impact</i>, and social media</li> <li>• Encourage members to become Two-Minute Activists</li> </ul>	<ul style="list-style-type: none"> <li>• Co-presidents</li> <li>• DE&amp;I chair</li> <li>• Impact editor</li> </ul>



## Strategy Focus Area: Economic Security

Ensuring financial security for women.

Goals and Objectives	Strategy	Action Steps	Responsible Parties
Support AAUW National's goal of achieving pay equity for women by 2030	<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 awareness of Black Women's Equal Pay Day (usually early summer)</li> </ul>	<ul style="list-style-type: none"> <li>Form an Equal pay Day committee</li> <li>Public show of support for Fair Pay Act</li> <li>Include information on pay equity in the <i>Impact</i>, website, and social media</li> <li>Design and post flyers about Equal Pay Day around town</li> <li>Host an event on Equal Pay Day</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>DE&amp;I chair</li> <li>Diversity Action Team of Rock County (Black Women's Equal Pay Day)</li> </ul>
Train community women in the workforce to advocate for themselves and help close the pay gap. (Year 1 & 2)	<ul style="list-style-type: none"> <li>Introduce the Work Smart online training to young professionals in our community.</li> </ul>	<ul style="list-style-type: none"> <li>Form a Work Smart committee</li> <li>Meet with leaders of other local organizations to share information about Work Smart</li> <li>Offer to promote Work Smart to their group (e-poster, etc.)</li> </ul>	<ul style="list-style-type: none"> <li>Work Smart committee (Ann Petersen, chair)</li> <li>Local organizations</li> <li>Communications chair</li> <li><i>Impact</i> editor</li> </ul>
Train students who are about to enter the work force how to negotiate their starting salaries and help close the gender wage gap (Year 3 & 4)	<ul style="list-style-type: none"> <li>Utilize the Start Smart program from AAUW <a href="https://salary.aauw.org/attend/">https://salary.aauw.org/attend/</a></li> <li>Host a Start Smart event</li> </ul>	<ul style="list-style-type: none"> <li>Form a Start Smart committee</li> <li>Propose a collaboration with Blackhawk Technical College</li> <li>Contact an HR person to collaborate with the committee</li> <li>Secure financial support (\$650)</li> <li>Plan a Start Smart event</li> </ul>	<ul style="list-style-type: none"> <li>Start Smart committee</li> <li>BTC student organizations</li> <li>BTC Academic Dept.</li> <li>BTC Women's Center</li> </ul>
Encourage young women to enter STEM careers	<ul style="list-style-type: none"> <li>Tech Savvy STEM workshop</li> </ul>	<ul style="list-style-type: none"> <li>Seek highly motivating STEM professionals for Tech Savvy</li> </ul>	<ul style="list-style-type: none"> <li>STEM committee</li> <li>Tech Savvy presenters and keynote speakers</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 AAUW Wisconsin district one meetings, state board meetings, state conventions, and other events	<ul style="list-style-type: none"> <li>• Increase attendance at AAUW WI Public Policy sponsored events</li> <li>• Encourage and support Janesville branch representation on the AAUW state board</li> </ul>	<ul style="list-style-type: none"> <li>• Announce Public Policy events; recruit and invite members to attend</li> <li>• Co-presidents will attend District One meetings</li> <li>• Board members will attend the state convention</li> <li>• Branch members will be encouraged to attend the state convention</li> </ul>	<ul style="list-style-type: none"> <li>• Janesville AAUW Board</li> <li>• Public Policy chair</li> <li>• <i>Impact</i> editor</li> </ul>
Ensure all committees have chairpersons and a full slate of members aligned with members stated interest areas.	<ul style="list-style-type: none"> <li>• Increase member participation at the committee level</li> </ul>	<ul style="list-style-type: none"> <li>• Recruit and support 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>• Communicate the expectation that every member should be involved in a committee</li> <li>• Ensure that every member completes their interest areas on the membership renewal form</li> </ul>	<ul style="list-style-type: none"> <li>• Janesville AAUW Board</li> <li>• Membership VP</li> <li>• Nomination committee</li> <li>• Committee chairs</li> <li>• Branch members</li> </ul>
Promote awareness of NCCWSL	Encourage female college students to apply for a NCCWSL scholarship	<ul style="list-style-type: none"> <li>• Send information about NCCWSL to local colleges</li> <li>• Include information about NCCWSL in the <i>Impact</i>, website, and social media</li> <li>• Encourage members to share information with friends and family</li> </ul>	<ul style="list-style-type: none"> <li>• Janesville AAUW Board</li> <li>• Co-presidents</li> <li>• Communications chair</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 of AAUW National and AAUW Wisconsin	<ul style="list-style-type: none"> <li>• Use the strategic plan to guide branch decisions</li> <li>• Focus on local issues that align with the mission, vision, and values of AAUW</li> </ul>	<ul style="list-style-type: none"> <li>• Review strategic plan before the annual program planning meeting</li> <li>• Keep members informed of AAUW National and AAUW Wisconsin goals and mission through branch communications</li> <li>• Survey members at the end of the branch year asking them to evaluate programs and make suggestions for next year</li> <li>• Revise strategic plan every four years</li> </ul>	<ul style="list-style-type: none"> <li>• AAUW Janesville Board</li> <li>• Program VP</li> <li>• Communications chair</li> <li>• Co-presidents</li> </ul>
Increase total membership by 10% annually	<ul style="list-style-type: none"> <li>• Retain current members</li> <li>• Recruit new members across Rock County</li> <li>• Diversify membership</li> <li>• Conduct targeted membership drives</li> <li>• Target local institutions of higher learning with recruitment efforts</li> <li>• Ask AAUW WI college/university chair to contact UW-Whitewater about becoming an affiliate</li> </ul>	<ul style="list-style-type: none"> <li>• Engage new members (0-2 years) at branch meetings</li> <li>• Call inactive members to encourage attendance at branch meetings</li> <li>• Offer a greater variety of Special Interest Activities which are open to members and guests</li> <li>• Teach members to use recruitment tools such as our branch brochure, etc.</li> <li>• Develop “talking points” for members to use when inviting perspective members</li> <li>• Invite leaders and members of other area organizations to attend our meetings</li> <li>• Invite members of diverse groups to attend meetings and activities</li> <li>• Form a committee to plan a membership recruitment event in Beloit (late April 2023)</li> </ul>	<ul style="list-style-type: none"> <li>• Membership VP</li> <li>• Program VP</li> <li>• Social Committee</li> <li>• Special Interest chair</li> <li>• Communications chair</li> <li>• Board members</li> <li>• Branch members</li> </ul>

<b>Goals and Objectives</b>	<b>Strategy</b>	<b>Action Steps</b>	<b>Responsible Parties</b>
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 as needed</li> </ul>	<ul style="list-style-type: none"> <li>AAUW Janesville Board</li> <li>Co-presidents</li> <li>Committee chairpersons</li> </ul>
Enhance financial sustainability by increasing and diversifying revenue	<ul style="list-style-type: none"> <li>Conduct fundraising activities to support our programs and activities</li> <li>Increase donor populations, and achieve greater impact through partnerships</li> </ul>	<ul style="list-style-type: none"> <li>Examine the branch finances to identify strengths and weaknesses</li> <li>Launch fundraising campaign for revenues to be used for Branch General Operations</li> <li>Provide electronic payment option for membership dues and donations</li> <li>Acknowledge donations with a written thank you citing intended use</li> <li>Make members aware of including AAUW as a recipient of memorial donations</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>

**Focus Area reviewed by:**

- **Education and Training:** Ann Berger, Ann Petersen, Pat Phillips
- **Economic Security:** Nancy Arnold, Pat Phillips, Carole Salinas
- **Leadership:** Nancy Arnold, Carole Salinas, Wendy Tupper
- **Governance and Sustainability:** Faye Andrews, Nancy Arnold, Leslie Brunsell, Janet Dow, Pat Logterman, Nancy Moskal, Carole Salinas

Revised 9-4-2022