

## **Strategic Areas of Focus & 2020-2021 Goals**

**Strategic Focus # 1:** Achieve greater diversity in recruiting members.

**Goal:** Leverage monthly program topics/speakers in an outreach campaign among local, diversity-aligned organizations to attract at least 20 non-members to attend meetings and then follow-up with a comprehensive program to convert those prospects into members.

**Strategic Focus # 2:** Promote and refine branch emphasized AAUW Project(s).

**Goal:** Survey membership interests and conduct the necessary research to Identify and create a specific plan of action for the implementation of a community impact project that addresses one of AAUW's strategic goals in the area of education/training, economic security, or leadership.

**Strategic Focus # 3:** Strengthen strategic alliances and partnerships which are aligned with the AAUW mission.

**Goal:** Identify specific AAUW-related initiatives and leverage existing AAUW tools to create new strategic alliances and partnerships as well as expand upon already established relationships with organizations addressing different stages of women's lives.

**Strategic Focus # 4:** Develop and implement an AAUW aligned public policy action plan.

**Goal:** Identify and act upon specific opportunities to publicly promote and support AAUW's public policy pillars related to Economic Security for women, Education and Title IX, and Civil Rights through strategic alliances, branch involvement, letter writing and promoting the Two-Minute Activist program.

**Strategic Focus # 5:** Promote member leadership development and opportunities.

**Goal:** Foster the potential in members by providing leadership opportunities through branch activities, interest groups and committees as well as by, possibly, sponsoring a leadership workshop.

**Strategic Focus # 6:** Increase visibility of AAUW.

**Goal:** Create a core of speakers familiar with AAUW and its purpose who are willing to address members of other organizations about the mission of AAUW or specific AAUW topics, such as AAUW-produced research reports on the gender gap and pay equity, women and student loans, the cumulative impact of sexual harassment on women's careers, and the status of women in leadership.