

Walla Walla AAUW

Approved Board Meeting September 9, 2020

National American Association of University Women Strategic Plan 2018

**1. Education and Training**

**Addressing barriers and implicit biases that hinder advancement of women**

*Champion equal access to all levels and fields of education*

- Address barriers to success through improvement of learning environments
- Grow educational pathways for all women, especially those leading to high-earning careers

*Ensure education at every level is free from sex discrimination*

- Protect and expand compliance with Title IX and other civil rights laws across the U.S. and territories
- Ensure Title IX coordinators are well trained and adequately resourced

**2. Economic Security**

**Ensuring livelihoods for women**

*Achieve pay equity by 2030*

- Champion pay equity federally and in all U.S. states and territories
- Lead the nation in providing salary negotiation programs for employees and employers.

*Create inclusive career pathways for women, free of systemic barriers and biases, to attain economic security.*

- Develop a blueprint for women to access careers, especially in high paying fields.
- Support employers in advancing higher wage pathways for all women.
- Protect and expand compliance with Title VII and other federal civil rights statutes.

*Deepen women's retirement security and quality of life.*

- Address inequities regarding retirement for women at every socioeconomic level.
- Help women in achieving their desired quality of life in preparation for possible retirement.

**3. Leadership**

**Closing the gender gap in leadership opportunities**

*Bolster the participation of girls and women in leadership roles throughout their lives.*

- Empower early and mid-career women to seek and succeed in leadership opportunities
- Expand leadership opportunities for women over 55 years of age or retired.

*Advance the number of women in leadership, particularly in education and nonprofit organizations.*

- Become a national resource on the impact of leadership development activities for the advancement of women into leadership roles.
- Increase the inclusion and numbers of women serving on governing and advisory boards.

#### **4. Governance and Sustainability**

##### **Ensuring the strength, relevance, and viability of AAUW well into the future**

*Implement best practices in governance, inclusion, and organizational functioning.*

- Evaluate and competitively assess AAUW's governance model and ensure best practices in nonprofit board structure and service.
- Embody the goals and spirit of inclusion, diversity, and intersectionality across all AAUW activities and participants.
- Modernize AAUW's technology infrastructure and build strategic, integrated, comprehensive, and forward-looking communications.

*Enhance financial sustainability by increasing and diversifying revenue.*

- Explore the feasibility of a comprehensive campaign underpinning strategic goals.
- Complement existing membership model to engage new audiences, increase donor populations, and achieve greater impact through partnerships.

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## **Walla Walla AAUW**

### **Strategic Plan**

#### **1. Education and Training**

##### ***Addressing barriers and implicit biases that hinder advancement of women***

Fund scholarship opportunities for women returning to school after a break in their education and women majoring in science, technology, engineering, or mathematics (STEM.) In 2019-2020 eight scholarships were funded for \$2,500 each.

Strengthen relationship between Walla Walla Community College and AAUW – WW. *(Until her departure summer of 2020 Dr. Erin Anders was the liaison between WWCC AAUW and WW AAUW and a member of our branch; follow-up with new WWCC President Hickox on who is her replacement.)*

Continue to seek opportunities to establish AAUW student groups at Whitman College and Walla Walla University.

Continue to partner with the bi-annual science camp for all 5th - 8th grade girls in the Walla Walla Valley "Great Explorations"

Continue to support 7 - 8 scholarships to the AAUW STEM camp "Tech Trek"

## **2. Economic Security**

### ***Ensuring livelihoods for women***

Annually host two Work Smart workshops in the Walla Walla valley

Continue to participate in Lobby Day and/or meet with local elected representatives

## **3. Leadership**

### ***Closing the gender gap in leadership opportunities***

Annually send two women to the National Conference for College Women Student Leaders (NCCWSL)

Provide leadership opportunities for members

- Participate in ongoing Sherwood Trust non-profit trainings and seminars
- Host Networking for Young Women events
- Continue use of 3 newly established board positions “at-large” to introduce, encourage and recruit board participation. targeting new and younger members
- Sponsor Candidates’ Forums prior to local elections
- Encourage AAUW-WW members to become active in the Washington State Chapter of AAUW

## **4. Governance and Sustainability**

### ***Ensuring the strength, relevance, and viability of AAUW well into the future***

#### Governance

Assure by-laws reflect needs of AAUW-WW and review every five years

- Bylaws updated 2017

Assure financial policies and procedures are sound and reflect best practices and review every five years

- Financial Policies and Procedures completed 2019

Fiscally support National AAUW

- Annual budget percentage contribution 15% (2016 - 2017 \$4,000; 2017 - 2019 annually \$6,000; 2020 - 2021 \$8,000)

Conduct Membership Satisfaction surveys every five years

- Completed September 2019 and follow-up action items identified
  - 2020 Established two new committees – *Member Engagement* and *Community Outreach*

## Fundraising and Sustainability

Continue to host two fundraisers

- Book sale
- Kitchen Tour

Look for new opportunities to increase visibility in the community and corresponding financial support consistent with AAUW Mission

- City-wide Alternative Gift Fair began annual participation in 2018
- Community Mini-Grant Program; this grant program is specifically designed and intended to increase the visibility of AAUW and put financial support back into our community for projects aligned with the mission of AAUW.
- 4th of July in the Park book sale annually since 2015
- Gift Fair at the Blue Mountain Community Church, where we sold picture books and recruited new members.
- Participated in the 2017 - 2020 Women's Marches, and when possible had a table with AAUW information and recruited new members. In 2020 AAUW-WW was featured by the local newspaper with an on-line video interviewing two AAUW members, and then featured the day after the March in the newspaper.

[https://www.union-bulletin.com/news/womens-march-on-walla-walla/video\\_e2555c5c-6228-5f7e-8a66-d14a45c33ca2.html](https://www.union-bulletin.com/news/womens-march-on-walla-walla/video_e2555c5c-6228-5f7e-8a66-d14a45c33ca2.html)

or

<https://youtu.be/xhJePi4Cs60>