

AAUW North Hills Pittsburgh Strategic Plan

Successful organizations understand the past and plan for the future. This page reports the strategic plans for AAUW, AAUW Pennsylvania, and AAUW North Hills Pittsburgh Branch.

AAUW Strategic Plan – Four main focus areas- (Four Pillars)

Mission: *To advance gender equity for women and girls through research, educations and advocacy*



Link to AAUW National Strategic plan:

<https://www.aauw.org/who-we-are/strategic-plan/>

AAUW Pennsylvania

The AAUW Pennsylvania Board developing their Static plan

Link to AAUW PA Strategic plan: <https://aauw-pa.aauw.net/strategic-plan/>

AAUW North Hills Pittsburgh

Strategic plan

Goal 1: *Increase visibility and maintain credibility for the organization at the national, state, and local level.*

Goal 1: Objectives:

- Identify key audiences and stakeholders for communications specific to branch strategic goals.
- Increase and enhance communications with an eye toward reaching diverse audiences.
- Increase understanding among branch members and other audiences about branch accomplishments and local contributions.

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Goal 1: Strategies

- Increase social media participation on major branch platforms using timely postings.
- Develop common messages to communicate effectively AAUW's mission and the values and spirit of the branch.
- Maintain branch websites. Develop a plan for management of the website.
- Enhance internal communications to ensure that: (a) branch members are informed about branch events and meetings in a timely manner and across multiple platforms, and (b) communications among board, committees, and members are timely and responsive.

Goal 1: Evaluation

We are successful if . . .

- We increase the number of followers on the branch's social media platforms by 10 percent (collectively).
- We publish seven newsletters annually.

Goal 2: Grow membership consistent with the diversity reflected in our local community

Goal 2: Objectives

- Retain and engage our current membership and work toward increasing and diversifying this membership by 2-5 % in the next two years.
- Actively engage the majority of members in our branch emphasizing networking, recruitment, and retention.
- Motivate members by providing mission-based events, such as STEM and women in leadership, designed to empower local women and girls.

Goal 2: Strategies

- Learn more about new members by collecting additional information on the membership form (current or past occupation, interest areas, expectations for membership, preferred means of communication).
- Call or E-mail new members within one month of their joining to "welcome" them and/or take them to lunch or coffee.
- Hold a meet and greet for new members once a year and Hold at least one "Shape the Future" membership event every other year

Goal 2: Evaluation

We are successful if . . .

- We convey volunteer opportunities to every new member, gauge level of interest, and provide information to committee chairs.
- Membership grows by 2% over two years

Goal 3: *Hold a broad range of AAUW mission-based Program/ events designed to meet the interests of our membership and the general public.*

Goal 3: Objectives

- Educate branch membership and the public in areas key to the AAUW mission, such as public policy, leadership, STEM, diversity, and women's health and wellness issues.
- Coordinate with relevant branch committees to increase impact of events and achieve multiple branch objectives.
- Target key audiences with programming topics

Goal 3: Strategies

- Hold a program planning meeting to obtain input from the members
- Assess feedback from members on program meetings

Goal 3: Evaluation

We are successful if:

- We assess attendance level at each program/event and compare to previous similar program/event, using this information to make adjustments for the future.
- We informally intercept attendees after programs to receive additional feedback.