

# AAUW Minnesota Strategic Plan 2012-2014

AAUW advances equity for women and girls through advocacy, education, philanthropy, and research.

## **GOAL #1**

AAUW Minnesota will support, promote and enhance the mission of AAUW.

- Facilitate opportunities for Branches to share mission-based programs and activities
- Assist and encourage multi-branch or regional meetings throughout the state
- Organize lobbying efforts focused on mission-based issues
- Provide branches with information on AAUW initiatives and research. Provide suggestions for implementing these initiatives in local communities.
- Organize statewide events such as Equal Pay Day activities, women's history month events, international women's day events, women and girls in sport day celebration
- Partner with organizations whose missions are consistent with AAUW mission, goals and policies and which provide Branches with additional resources

## **GOAL #2**

AAUW Minnesota will encourage a diverse, active and growing membership.

- Assist branches with best practices for increasing membership and maintaining current members
- Provide information to branches/members about programs such as "Chapter Leaders Playground" for ideas on increasing and retaining membership and developing future leaders
- Encourage branches to actively recruit national members (formerly known as at-large members) as branch members and/or find ways to gain their participation at the local level

## **GOAL #3**

AAUW Minnesota will increase the number of College/University Partners in the State and promote cooperation of the State and Branches with College/University Partners.

- Form a Task Force focused on providing assistance to Branches to develop partnerships with MN Colleges and Universities, to encourage e-affiliate student memberships, and to promote AAUW student groups on campuses
- Implement the recommendations of the College/University Partners Task Force

## **GOAL #4**

AAUW Minnesota will support programs that provide women and girls with opportunities for a lifetime of success.

- Provide opportunities for sharing philanthropic efforts of Branches in support of AAUW Funds
- Provide State support to Branches for NCCWSL leadership grants
- Promote \$tart \$mart workshops throughout the state
- Encourage and highlight STEM activities of branches and other organizations

## **GOAL #5**

AAUW Minnesota will make use of a variety of communication approaches to meet the needs of a diverse membership.

- Provide access to the *Pine* through a variety of options with emphasis on electronic distribution whenever possible for fiscal responsibility
  - Use the state website and social media (Facebook and Twitter) to communicate with members and to provide a means of sharing information among Branches
  - Model and educate branches in the effective use of social media
  - Provide frequent contact of state board members with their branch counterparts, including opportunities for interaction at state conventions
  - Continue Leaders-on-Loan Program and create policies for implementation
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- **Although all bulleted items are important, and all may be worked on during 2012-13, the State organization plans to pay special attention to those activities marked by chevrons.**