

A large, light gray watermark of the word 'DRAFT' is oriented diagonally across the center of the page. The background of the central section is a white outline of the state of Minnesota. Inside this outline, the text 'Strategic Plan' is centered in a blue, sans-serif font. Below the map outline, at the bottom edge, are black silhouettes of six women standing together, with their arms raised in a celebratory gesture.

# Strategic Plan

2021 - 2026

**DRAFT FOR AAUW MN MEMBER REVIEW &  
COMMENT  
June 6, 2021**

## AAUW History and Background

The American Association of University Women (AAUW) was started in 1881 by 17 women college graduates who joined together to find greater opportunities to use their education and to open the door for other women to pursue higher education. The members represented a handful of women with college degrees at a time when their first efforts were devoted to things like countering then-perpetuated myths that a college education harms women's health and results in infertility. In 2018, AAUW was 170,000 members and supporters strong, with branches in every congressional district, state, and U.S. territory. AAUW has established a legacy over 138 years, across a range of issues that have advanced equity for women and girls. The 2018 AAUW National strategic plan focuses on moving forward, building on our work in three of our historical priority areas — education and training, economic security, and leadership.

### AAUW's Mission

– to advance gender equity for women and girls through research, education, and advocacy.

### AAUW's Vision

– equity for all.

Four main macro areas of work:



Three of these focal areas are mission-based, and one — Governance and Sustainability — is foundational in AAUW National's ability to run the organization, with best practices, innovation, and strengthened fiscal sustainability.

Keeping our mission forefront will ensure we properly address the policy and advocacy work, the programs to develop and scale, and the operating model needed to ensure real impact.

In principle and in practice, AAUW values and seeks an inclusive membership, workforce, leadership team, and board of directors. There shall be no barriers to full participation in this organization on the basis of age, disability, ethnicity, gender, gender identity, geographical location, national origin, race, religious beliefs, sexual orientation, and socioeconomic status.

## AAUW of Minnesota History and Background

The AAUW of Minnesota (AAUW MN) formally organized in 1923 with a nucleus of eight branches of the organization formerly known as the Association of Collegiate Alumnae. The first of those branches, formed in 1889 by women from Minneapolis and St. Paul, was called the Minnesota Branch.

From the beginning, the aim "to unite alumnae of colleges and universities for practical education work" found expression at the local level in fundraising for fellowships. In the branches, members maintained an active interest in their communities, responding to discovered needs through youth work, welfare and other social service projects, and cultural programs. The business of the state organization is conducted at meetings of the Board of Directors and at the annual meeting or state convention. In 2020-2021, AAUW MN had 28 branches, 1,734+ members, and 18 AAUW College/University Partners.

The four main macro areas of focus in the AAUW National Strategic Plan are applicable at the state level, but must be scaled to recognize inherent limitations in a state-wide realm, versus a national influence.

The following are generally the AAUW National goals and objectives within each focus area that have been adopted by the AAUW MN as the framework for its Strategic Plan. Some of these goals and objectives were modified to reflect State level support for AAUW National goals and objectives. What is unique to the AAUW MN is the Actions it will use to achieve its goals and objectives.

## EDUCATION

### Goal A: Champion equal access to all levels and fields of education.

#### Objectives

1. Address barriers to success for girls and women through improved learning environments.

#### Actions

- a. Promote and utilize programs created by AAUW National.
  - b. Promote scholarship opportunities for women (e.g., AAUW Fellowships; Carol E. Macpherson Memorial Scholarship).
2. Create educational pathways for all women and girls, especially those leading to high-earning careers.

#### Actions

- a. Continue to support Branch and State STEM initiatives and programs.



### Goal B: Ensure education at every level is free from gender discrimination.

#### Objectives

1. Protect and expand compliance with Title IX and other civil rights laws.

#### Actions

- a. Utilize AAUW MN Public Policy Committee to track Minnesota legislation and inform membership.

## ECONOMIC SECURITY

### Goal A: Achieve pay equity by 2030.

#### Objectives

1. Champion pay equity federally and in all U.S. states and territories.

#### Actions

- a. Utilize AAUW MN Public Policy Committee to track Minnesota legislation and inform membership.
2. Lead the nation in providing salary negotiation programs for employees and employers.

#### Actions

- a. Schedule 20 college/university StartSmart and WorkSmart Training sessions by 2024.

### Goal B: Create inclusive career pathways for women, free of systemic barriers and biases, to attain economic security.

#### Objectives

1. Develop a blueprint for women to access careers, especially in high-paying fields.

#### Actions

- a. Establish a task force to develop a blueprint by 2024.

2. Support employers in advancing higher wage pathways for all women.

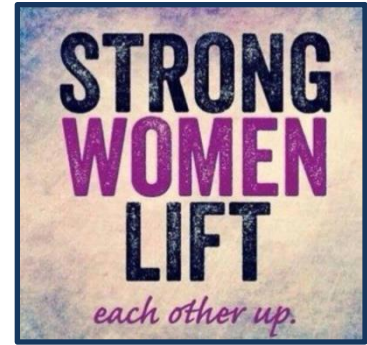
Actions

- a. Share a process for community/business commitment to equal pay.

3. Protect and expand compliance with Title VII and other federal civil rights statutes.

Actions

- a. Utilize AAUW MN Public Policy Committee to track legislation and compare it to current Minnesota Statutes.



**Goal C: Deepen women’s retirement security and quality of life.**

Objectives

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

**LEADERSHIP**

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

Objectives

1. Empower early and midcareer women to seek and succeed in leadership opportunities

Actions

- a. Provide leadership programming for women.
- b. Continue our support for women in leadership roles through the Women’s Candidate Development Coalition.
- c. Schedule 20 college/university StartSmart and WorkSmart Training sessions by 2024.
- d. Continue AAUW MN scholarship support for the NCCWSL initiative.

2. Expand leadership opportunities for all AAUW MN members

Actions

- a. Develop a vibrant board and officer training program.
- b. Recruit AAUW MN members to be involved in scholarship selection opportunities (e.g., Carol E. Macpherson Memorial Scholarship)

**Goal B: Advance the number of women in leadership, particularly in education and non-profit organizations.**

Objectives

1. Increase the inclusion and numbers of women serving on governing and advisory boards.

Actions

- a. Increase AAUW MN member awareness of leadership opportunities (e.g., State and local advisory board and committees).
- b. Seek AAUW MN members to serve on the WoMN ACT ® Board. Previously known as the Minnesota Women’s Consortium, WoMN Act is a coordinated network of individuals, organizations, and corporations advancing gender equity and social justice through advocacy and collaboration.
- c. Seek AAUW MN members to serve on Carol E. Macpherson Memorial Scholarship and other scholarship boards and committees.

2. Become a Minnesota resource on the impact of leadership development activities for the advancement of women into leadership roles.

## GOVERNANCE & SUSTAINABILITY

### Goal A: Implement best practices in governance, inclusion, and organizational functioning.

#### Objectives

1. Evaluate and competitively assess AAUW MN's governance model and ensure best practices in nonprofit board structure and service.

#### Actions

- a. Survey branches/members.

2. Embody the goals and spirit of inclusion, diversity, and intersectionality across all AAUW activities and participants.

#### Actions

- a. Increase AAUW MN Board diversity by \_\_\_% of voting members.

3. Modernize AAUW's technology infrastructure and build strategic, integrated, comprehensive, and forward-looking communications.

#### Actions

- a. Complete the AAUW MN website redesign by December 31, 2021.
- b. Explore electronic voting procedures.

*Empowered Women Empower Women*

### Goal B: Enhance financial sustainability by increasing and diversifying revenue.

#### Objectives

1. Explore a comprehensive campaign to increase and diversify membership.

#### Actions

- a. Increase membership by \_\_\_% Statewide.
- b. Develop organization information that helps perspective members understand AAUW as an organization and the benefits of membership.
- c. Develop project/program opportunities that would appeal

2. Engage new audiences, increase donor populations, and achieve greater impact through partnerships.

#### Actions

- a. Explore commonalities that we have with other organizations that align with AAUW's Mission.
- b. Explore opportunities within AAUW's Mission to partner with other organizations.
- c. Explore donor opportunities to support AAUW MN projects and programs.

