

## AAUW OF VIRGINIA Strategic Plan 2013-15

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

**AAUW of Virginia Mission:** AAUW of Virginia promotes and supports the AAUW Mission in concert with its branches and members to create and sustain a cohesive, synergistic, and effective organization.

**AAUW OF VIRGINIA** will encourage an active, diverse, and growing membership.

- Provide branches with ideas and best practices for increasing membership and retaining current members
- Provide information and ideas to branches on developing future leaders
- Increase the number of College/University Partners and provide assistance to branches to develop relationships with C/U Partners

**AAUW OF VIRGINIA** will maximize communications to, from, and among branches and promote AAUW visibility.

- Publish the *Vision* newsletter; maintain a state website and a variety of social media
- Encourage and assist branches to utilize various media forms to keep their members informed and to be visible in their communities and on the internet
- Maintain counterpart lists and regularly share ideas and information with branches, including articles for branches to use in their various media

**AAUW OF VIRGINIA** will assist and encourage branches and members to **REAP** the benefits of membership.

- **R**—Promote and support AAUW **research** initiatives
  - Publicize AAUW's research and help branches educate the public
  - Orient and educate branches, particularly new members, on Eleanor Roosevelt Fund contributions as the source of funding for research and the American and International Fellowships programs as the source of academic scholarship with societal impact
  - Help branches to utilize the research through community projects and branch programs, including Program in a Box
- **E**—Be a leading advocate for **education** of all women and girls
  - Increase member and public awareness of AAUW's educational programs: fellowships and grants; leadership development; AAUW campus projects; and community projects fostering girls' education, particularly STEM activities
  - Inform and encourage members and branches to undertake projects, programs, and other activities that develop leadership, foster the education of women and girls, and support AAUW campus projects

- **A**--Engage in **advocacy** and support for state and national issues that relate to AAUW's public policy priorities
  - Educate and inform branch members on state and federal legislation pertinent to AAUW and encourage branches and members to take action as appropriate
  - Keep Virginia's elected officials informed of AAUW's position on issues
  - Participate in AAUW programs and projects to increase involvement in the civic process, including voter registration and education
  - Collaborate with other organizations as appropriate
- **P**— Promote and support AAUW's **philanthropy**
  - Educate members on the purpose and accomplishments of each of the AAUW Funds
  - Encourage continuing and increased financial support for AAUW Funds
  - Encourage branches to insure that any local scholarships or awards advance AAUW's mission
  - Provide information and encouragement to members to include AAUW in their wills and estate plans

4/12/13