

AAUW OF VIRGINIA

Strategic Plan for 2017-2019

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

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.

Strategic Actions: In order to implement both the AAUW and AAUW of Virginia missions, AAUW of Virginia will:

- Integrate mission-based programming with activities that foster membership camaraderie in order to advance equity and education for women and girls and to promote research, campus programs, equal pay, and STEM.
- Support the viability of AAUW through leadership development; membership recruitment, retention, diversity, and inclusion; and fundraising.
- Enhance the visibility of AAUW by using a variety of media and participating in community and college/university collaborations.
- Engage in nonpartisan political action in order to advance AAUW public policy priorities.