



AAUW of Oregon Strategic Plan 2020

MISSION

AAUW advances gender equity through research, education, and advocacy.

VALUE PROMISE

By joining AAUW, you belong to a community that breaks through educational and economic barriers so that all women and girls have a fair chance.

VISION STATEMENT

AAUW empowers all women and girls to reach their highest potential.

DIVERSITY STATEMENT

AAUW values and seeks a diverse membership. There shall be no barriers to full participation in this organization on the basis of gender, race, creed, age, sexual orientation, national origin disability or class.

OREGON MISSION

AAUW of Oregon promotes advocacy, takes action to empower women and girls, and connects National AAUW with branch members.

The AAUW of Oregon Strategic Plan is created through a process involving the AAUW of Oregon Board of Directors. Goals, proven ideas, and strategies reflect an integrated approach to fulfilling our mission, vision, value promise and diversity statement.

This is a living, fluid document incorporating current best practices for a nonprofit organization and will evolve over time. Specific internal measures and tactics for each strategy will be created by the board and periodically reviewed.

Leadership is at the core of our plan. Effective leadership is modeled and implemented by the state Board of Directors and appointed chairs through mentoring and training programs. The elected officials provide oversight, coordination, and evaluation.

Effective leadership strengthens and makes relevant advocacy and community action activities. It supports and promotes the activities of the AAUW Funds. It sets the standards of the organization at a level that will assist recruitment and result in retention of members.

Positive visibility promotes membership, partnerships, and confidence in AAUW. Critical to visibility is communication at all levels: in the branch, the community, and the state. How we communicate with one another and the public image we wish to project determine the tone and strength of our organization's visibility.

I. LEADERSHIP DEVELOPMENT

Oregon Vision: *AAUW of Oregon shall foster and strengthen leadership development among its members and promote participation in AAUW of Oregon activities.*

A. Overview

- **Primary:** State President, Program VP, Communications VP, District Directors
- **Secondary:** State President-elect, other elected and appointed state positions
- **Resources:** National AAUW website and staff; AAUW of Oregon website, *Oregon News*, Leader Toolkits, Leader Essentials, *Mission & Action*, National webinars and training

B. Goals and Strategies

1. **AAUW of Oregon shall provide a Board Handbook for all state board members that may be used as a template for branches to follow in developing their own.**
2. **AAUW of Oregon shall provide leadership training for members and leaders.**

Strategies

- a. Provide leadership training at state-sponsored, district and branch meetings.
- b. Provide complete and accurate position descriptions for leader candidates.
- c. Encourage participation in leadership training and activities.
- d. Mentor new leaders.
- e. Model parliamentary procedure at state meetings.
- f. Provide opportunities to develop and enhance public speaking skills.
- g. Provide a state directory that includes all leadership positions and contact information, keep an online directory with updated information; provide leader contact information on the state website.
- h. Make available on the state website all final officer/branch annual reports for new-leader reference.

3. **AAUW of Oregon shall inform and support leaders through communication.**

Strategies

- a. Produce publications that contain information on branch and community, state, National and AAUW Funds activities.
- b. Provide a continually updated website for state and branch news.
- c. Maintain presence on select social media outlets to feature major current events and issues.
- d. Offer training and workshops on communication technology and techniques.
- e. Promote and coordinate effective communication among members, branches, and state counterparts.
- f. Provide opportunities to write, review and/or edit materials.

- g. Provide and support continued training for state leaders to use appropriate communication technology, such as Google Drive and Zoom, to efficiently conduct the business of AAUW of Oregon.

4. AAUW of Oregon shall model effective leadership.

Strategies

- a. Encourage attendance at AAUW and other events that will enhance leadership skills.
- b. Set and monitor annual goals for the Board of Directors.
- c. Mentor and delegate responsibilities to new leaders in supportive and empowering environments.
- d. Review and update the State Strategic Plan on a timely basis, at least every two years.

5. AAUW of Oregon shall promote AAUW National and AAUW Funds program priorities to the branches.

Strategies

- a. Encourage attendance at State and National meetings.
- b. Provide branch leaders with state and National leader contact information.
- c. Share communication from AAUW National and AAUW Funds with State and branch leaders.

II. COMMUNITY INVOLVEMENT

Oregon Vision: *AAUW of Oregon shall provide annual mission-based programs and projects that promote equity for women and girls through research, education, and advocacy.*

A. Overview

- **Primary:** State President, Communications VP, Program VP, Public Policy Chair
- **Secondary:** Membership VP, College/University Relations Chair, Branch Presidents, President-elect
- **Resources:** Collaborations with organizations recognizing our mission; e.g., League of Women Voters, Oregon Commission for Women, Center for Women's Leadership, World Affairs Council of Oregon, Northwest Girls Collaborative Project, Oregon Women's History Consortium, National Conference for College Women Student Leaders

B. Goals and Strategies

1. **AAUW of Oregon shall fund a minimum of one state project per biennium from revenue sources other than dues. Projects will depend on grants and collaborations with other organizations.**
2. **AAUW of Oregon shall be a leading advocate for education and equity for all women and girls.**

Strategies

- a. Support branches in providing mission-based programs and projects available to the community.
- b. Provide an environment that encourages intellectual stimulation and freedom of speech.
- c. Support adequate education funding in Oregon.
- d. Encourage branches to develop, facilitate and support programs that assist women and girls in exploring science, technology, engineering, and math careers; e.g., STEM, Tech Trek, Tech Savvy.
- e. Provide website links to potential strategic partnerships on the state website.
- f. Support all branches in their relationships with their C/U partner members.
- g. Support branches in their development of C/U related programs: \$tart \$mart, Work Smart, NCCWSL, e-SAF memberships and campus student organizations.
- h. Support and encourage branches in their provision of scholarship funds to students in our state.

III. ADVOCACY

Oregon Vision: *AAUW of Oregon shall sustain a powerful advocacy voice to help achieve educational and economic equity and civil rights for all women and girls.*

A. Overview

- **Primary:** State Public Policy Chair and Committee, Bylaws Chair, State President
- **Secondary:** State President-elect, Communications VP, Membership VP, Branch Public Policy Chairs, Lobby Corps, Website Manager, District Directors

B. Goals and Strategies

1. AAUW of Oregon shall provide legislative advocacy.

Strategies

- a. Achieve adequate financial support for legislative activities.
- b. Increase the number and effectiveness of Lobby Corps members.
- c. Prioritize legislative issues which have the largest impact on education, economic equity and civil rights for women and girls.
- d. Collaborate with coalitions, stakeholders, and members to enhance the effectiveness and success of critical legislative issues.
- e. Utilize research findings from AAUW National publications to support legislative issues relating to equity and equal opportunity for women and girls.

2. AAUW of Oregon shall disseminate local, state, and federal election information and results.

Strategies

- a. Educate branches on how to sponsor and facilitate candidate forums.
- b. Use technology to educate and advise members on public policy issues.
- c. Utilize a statewide action network with the help of National staff.
- d. Publicize the AAUW Voter Education Campaign by utilizing District Directors to activate and coordinate branch activities.
- e. Encourage women to run for public office in our state and support them.

IV. MEMBERSHIP

Oregon Vision: *AAUW of Oregon shall increase and diversify its membership.*

A. Overview

- **Primary:** Membership VP, Communications VP, Program VP, State President
- **Secondary:** College/University Relations Chair, District Directors, Branch Membership VPs, Branch Program VPs, Website Manager, President-elect
- **Resources:** Coalitions, *Oregon News*, *Mission & Action*, AAUW Leader Essentials and Tool Kits, state website and social media platforms, branch newsletters, websites and brochures, National and state membership webinars and leadership trainings

B. Goals and Strategies

1. AAUW shall recruit to achieve a diverse membership.

Strategies

- a. Model the values of inclusion, diversity, and intersectionality across all AAUW activities and participants.
- b. Instill a culture of inclusiveness into members' networking, recruiting and conduct at all community programs and events.
- c. Assist branches in developing successful recruitment, engagement, and retention programs.
- d. Collaborate with other organizations to sponsor and/or participate in mission-based programs and projects.
- e. Promote visibility/action programs on college/university campuses.
- f. Recruit college/university partner members.
- g. Bring awareness of AAUW issues to student populations through eSAF, student organizations, \$tart \$mart, Work Smart, Pay Equity Day, STEM projects, and Elect Her.
- h. Inform members about Give a Grad a Gift and Shape the Future Membership Campaign.
- i. Support AAUW of Oregon's website membership application process.

2. AAUW of Oregon shall promote a membership-marketing plan.

Strategies

- a. Provide marketing resources to branch Membership VPs.
- b. Provide training on effective marketing strategies to branches.
- c. Include membership information in all publicity materials, on state website and social media platforms.

- d. Encourage AAUW mission-based programs to branches.
- e. Encourage programs/projects to include coalition groups.

3. AAUW of Oregon shall develop orientation activities and materials.

Strategies

- a. Utilize Membership Matters, Leader Essentials, Membership Tool Kits, *Mission & Action*, National membership webinars and other membership resources from the Oregon and National websites.
- b. Publish membership ideas in Oregon News, on the AAUW of Oregon website and on social media platforms.
- c. Assist branches in developing and offering membership orientation programs.

4. AAUW of Oregon shall assist and support communities in the formation of new branches.

V. COMMUNICATION AND VISIBILITY

Oregon Vision: *AAUW shall weave effective communication through every goal and program and shall seek statewide and community visibility for our mission, values, and goals.*

A. Overview

- **Primary:** Communications VP, State President, President-elect, Membership VP, Program VP, District Directors, Public Policy Chair, College/University Relations Chair, Website Manager
- **Secondary:** All Board of Directors, Communications Committee, Membership Committee, Branch Presidents, Branch Public Policy Chairs
- **Resources:** *Mission & Action*, *Oregon News*, Leader Essentials, AAUW Action Network, AAUW of Oregon website and social media platforms, Dues/Data Manager, coalition partners

B. Goals and Strategies

1. AAUW shall promote and coordinate effective communication.

Strategies

- a. Provide resources for program and communication chairs.
- b. Provide training on effective methods of communication.
- c. Include program information in communication materials.
- d. Publicize and promote use of websites, social media, and other electronic forms of communication.
- e. Maintain with frequent updating state website and social media platforms.
- f. Utilize community media.
- g. Provide opportunities to write, review and/or edit materials for publication.

2. AAUW of Oregon shall publicize and encourage community participation in its activities.

Strategies

- a. Open State meetings, workshops, plenary sessions, and other appropriate meetings to the public.
- b. Submit information to other organizations' newsletters and media outlets.
- c. Send press releases to appropriate media.

3. AAUW of Oregon shall promote local visibility through media outreach for branch community projects and public policy efforts.

Strategies

- a. Develop and share a media outreach plan for branches.
- b. Assist branches in developing marketing plans.
- c. Encourage branches to open their programs to the public.

4. AAUW of Oregon shall encourage and support the participation of women, particularly AAUW members, on non-profit and business boards in their communities.

Strategies

- a. Encourage branches to survey non-profit and business boards and advisory boards in their communities to determine the number of boards with vacancies and their eligibility requirements.
- b. Encourage branches to advertise these board vacancies in their branches.

V. FINANCIAL MANAGEMENT

Oregon Vision: *AAUW of Oregon shall remain financially stable using sound and proven fiscal tools.*

A. Overview

- **Primary:** Finance VP, State President, Dues Treasurer, Funds Chair, State President
- **Secondary:** All Boards of Directors and Appointed Chairs
- **Resources:** AAUW National, Non-profit financial management practices

B. Goals and Strategies

1. **AAUW shall have a sound fiscal plan and stewardship to meet current and projected needs.**

Strategies

- a. The highest level of fiduciary care will be exercised in all operations.
- b. Financial resources shall be effectively managed within annual budgets.
- c. The Board of Directors and Appointed Chairs will practice transparency and accountability in all financial transactions and decisions.

2. **AAUW shall invest state funds as resources permit in projects, programs and partnerships that further the mission of AAUW in Oregon.**

Strategies

- a. A grant program will provide funds for branches to support new initiatives in branches and their local communities.
- b. The state may provide financial support to organizations that further elements of the AAUW mission.

VI. AAUW FUND

Oregon Vision: *AAUW of Oregon shall promote the AAUW Fund that supports programs providing women and girls with a lifetime of success.*

A. Overview

- **Primary:** AAUW Fund Chair, College/University Relations Chair,
- **Secondary:** Communications VP, AAUW Fund Committee, Branch Funds Chairs, District Directors, Website Manager, Program VP
- **Resources:** AAUW National Staff and National Website, AAUW Fund member leaders, AAUW Fellows, LAF Plaintiffs, Portland Metro Interbranch Council

B. Goals and Strategies

1. AAUW of Oregon shall inform AAUW members and the community about the purposes of the AAUW Fund.

Strategies

- a. Utilize State Fund Chair, who will serve as Liaison from AAUW to the state and from state to branch chairs.
- b. Utilize liaisons for the AAUW Fund to each branch to educate and inform branch members of opportunities to break through educational and economic barriers.
- c. Orient branch Fund chairs, leaders, and other interested members to all AAUW Fund programs, through training, workshops, and updates.
- d. Provide branches with names and addresses of Fund grant recipients and LAF plaintiffs so that branch Program VPs can contact recipients.
- e. Publicize information and stories in state, branch, community, and college/university media.

2. AAUW of Oregon shall maximize financial contributions to the AAUW Fund.

Strategies

- a. Provide information to members about the different levels of giving and the recognition systems in place.
- b. Publish the established branch named units and endowments to expedite completion of designated funds.
- c. Encourage branches to increase per capita giving to the AAUW Fund.
- d. Distribute information on planned giving and bequest opportunities.
- e. Share fundraising ideas with branches.

- f. Assure that a well-organized fundraiser and an awards ceremony for the AAUW Fund is included in State annual meeting planning.
- g. Provide recognition to State Legacy Circle members.