

AAUW of Oregon Strategic Areas of Focus
2024-2026

Education & Training				Reports & Comments¹
Goal A	Communicate regularly with branches to determine and meet their needs.	District Directors Communications Committee	2025-2026	District Directors meet with respective branch Presidents quarterly and report to State Board.
Goal B	Provide state-wide and branch training for using new technologies to further mission goals.	Communications & Technology Committees	Ongoing	Send out semi-annual surveys to branches to assess training needs and delivery; report to Board
Public Policy				Reports & Comments
Goal C	Encourage branches to actively engage in supporting state Public Policy Priorities	President; Public Policy; Program VP; District Directors	Elections & Legislative sessions 2025 & 2026	
Goal D	Train and support public policy officers in branches	Public Policy Committee	Ongoing	Quarterly assessments of needs of public policy officers in branches; report to Board
Leadership				Reports & Comments
Goal E	Hold quarterly meetings between State Board members and their branch counterparts	State President; Program VP; Membership VP; Finance VP; branch officers	2025 & 2026	Reports and assessment of Quarterly meetings held reported to Board
Goal F	Support leadership development through NCCWSL	State Board; branches	Ongoing	Track numbers of Oregon students provided support each year to attend NCCWSL
Governance, Communication, and Sustainability				Reports & Comments
Goal G	Promote the goals and spirit of equity, inclusion, diversity and intersectionality across all AAUW Oregon and membership activities.	President; State Board; District Directors; branches	Ongoing	
Goal H	Update the state website architecture	Communications Committee; Technology Committee	Ongoing	Survey sent to branches to determine branch needs Oct. 2024 Decision on architecture to be made by the end of 2024; report to January Board meeting. New website architecture installed early 2025; report to April Board.
Goal I	Modernize and integrate our communications avenues (website, social media, member newsletters, all member e-mail, virtual meetings)	Communications Committee; Technology Committee	2025	Establish a schedule of work by end 2024; report to January Board meeting. Consolidate and reduce number of communications to members.

¹ Progress in achieving each of these 9 goals will be reviewed quarterly, at each AAUW Oregon State Board Meeting throughout the plan period.

				Ensure consistency of branding and cross-link all communication modes by April 2025; report to Board
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